OVERVIEW REPORT

OCTOBER 2002
YOUTH POLL 4

JOINT ADVERTISING,
MARKET RESEARCH
AND STUDIES

APRIL 2003

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DEPARTMENT OF DEFENSE OCTOBER 2002 YOUTH POLL OVERVIEW REPORT

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EXECUTIVE SUMMARY

The Department of Defense (DoD) conducts Youth Polls on a regular basis to measure perceptions of the military and propensity to enlist in the military. This report details the findings of the October 2002 Youth Poll 4. The main focus of this poll was on the likelihood of youth to join the military and the influence that various sources of information have on youth's beliefs about military service. Other focus points included youth's overall impression of the military, knowledge of the military, sources of impressions and information, and attitudes toward recruiters, public service, and current events.

Propensity Falls to Pre-9/11 Levels
Composite active propensity and composite Reserve propensity showed significant declines since the October 2002 Youth Poll. Composite propensity for active duty of 16 to 21 year-old men, the population most important to recruiting, declined from last year's high of 32% to 27%. This figure was similar to prior years' composite propensity, suggesting a reversal of the post-September 11th spike in propensity observed in 2001.

Young men showed lower propensity specifically for the Army and Navy active duty Components, with no change in propensity for the other Services' active duty components. Composite Reserve propensity for 16 to 21 year-old men remained relatively steady at 20% (from 21% last year). Composite propensity for active duty of 16 to 21 year-old women remained steady at 13% (from 12% last year). However, young women showed lower composite Reserve propensity (down to 8% from 10% in 2001).

Factors Influencing Propensity
Analyses revealed a link between youth's attitudes and propensity. In particular, favorability and knowledge of the military as well as opinions of recruiters were positively related to propensity. Youth's overall opinion of the military was quite favorable, but dropped from the post-September 11th peak observed in October 2001 (down to 7.3 from 8.4 on a scale of 1 to 10). This leveling off occurred for all components of the active duty, National Guard and Reserve forces. Youth also showed a decline in self-reported knowledge of the military from 2001 level of 5.8 to 5.1 (on a scale of 1 to 10). Interrelationships between these variables and propensity to join suggest that increasing youth's knowledge about the military may contribute to increased interest in military service.

Responses to questions about public service revealed that youth are interested in public service and that many youth are participating in public or civic service activities. In addition, more than one-half of youth expect to spend time in a public service job of some kind. However, youth generally do not readily consider military service as a type of public service.

Current events have an effect on youth attitudes and propensity as well. In the October 2002 poll, 53% of youth stated that the situation related to the "War on Terrorism" made them less likely to join the military. Youth stated it was likely that the U.S. would have the majority of its military troops engaged in battle in the next four years (83% agree). This expectation made most youth (62%) less likely to join the military, even though at the time of the poll there was widespread support for military actions to combat terrorism.

Youth Impressions of the Military
In forming impressions about the military, youth rely on the other people in their lives more than any other source. Specifically, respondents mentioned family members, friends, teachers, counselors, and coaches as important influencers. As the majority of the people mentioned as important influencers had served in the military at some point (78%), it is not surprising that most youth report that these people had a positive effect on their likelihood to join the military (61%).

Media was also mentioned as an important source of impressions. Sixty-eight percent of youth got their impressions from various forms of media, with specific reliance on television, reading sources and the Internet. However, these media outlets did not reflect as well on the military as people did. Only about a quarter of youth reported that media positively affected their likelihood to join military service.

Generally, youth trust people as sources of information and do not trust entertainment-providing media. Youth said they trust military recruiters and mailings more than adults, but trust friends less. Recruiters had an overall positive influence on youth, as those who had spoken to a recruiter were more propensed to join the military than those who had not[1]. This finding underscores the importance of having a full complement of recruiters remaining proactive in attracting youth to military service.

When Seeking Information about the Military…
Youth reported that they would most likely use the Internet to get information about both military life and military benefits. They were nearly twice as likely to report using the Internet to get this type of information as adults were in the Fall 2002 Adult Poll. After the Internet, youth reported that they would go to a recruiter to get information about military life or military benefits. To get information specifically about military life, they would also seek advice from friends or family members who are serving or have served in the military. When asked how they would *ideally* like to be able to get information about the military, youth were more likely to cite speaking with military personnel or recruiters and not as likely to mention military friends or family, and the Internet.

While the military may have limited control in shaping how it is portrayed in television news, a strategy can be developed to increase awareness, understanding, and knowledge of the military with the aid of people (i.e., recruiters, family members, and influencers such as teachers and coaches). Together with military websites, these entities can help increase the knowledge and propensity of American youth.

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[1] Caution should be taken when interpreting correlation results. Directionality should be interpreted carefully.

Department of Defense
October 2002 Youth Poll

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SECTION I. INTRODUCTION

SITUATION

In response to the recommendations made by the Eskew/Murphy advertising review (1999) and the National Research Council report *Attitudes, Aptitudes, and Aspirations of American Youth: Implications for Military Recruitment* (2003)[2] to replace the annual Youth Attitude Tracking Study (YATS) with a poll that more frequently measures propensity, the U.S. Department of Defense (DoD) began conducting Youth Poll in March 2001. The results of the October 2002 Youth Poll marks the fourth wave of these polls.

PURPOSE

The primary function of the Youth Poll is measuring propensity – the likelihood that youth will join the military. In addition, the Youth Poll is intended to provide the DoD with a better understanding of the youth market and information about their attitudes toward military service. Ultimately, this information can be leveraged to help increase the potential enlistment supply of American youth, thereby helping the Services meet their recruiting missions.

FOCUS

The Fall 2002 Youth Poll measured youth propensity and attitudes toward the military. The poll also focused on the way in which youth form their attitudes about the military. This report documents the results of this poll by looking at three primary research questions:

1. **What is the propensity of American youth to enlist in the military?**

2. **What are youth's attitudes toward the military (i.e., favorability, knowledge, and impressions)?**
   - Who or what are the primary sources of their impressions?
   - Where do youth turn to get information on the military?

3. **What factors have the greatest impact on a youth's propensity to enlist into the military?**

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[2] National Research Council (2003).Attitudes, Aptitudes, and Aspirations of American Youth: Implications for Military Recruitment. Committee on the Youth Population and the Military Recruitment. Paul Sackett and Anne Mavor, editors. Division of Behavioral and Social Sciences and Education. Washington, DC: The National Academies Press

ORGANIZATION OF THIS REPORT

This report is divided into five sections:

Section I.   *Introduction* - provides background on the purpose and objectives of this Youth Poll, the methodology and research approach, and the demographic characteristics of the survey respondents.

Section II.   *Propensity* - answers the first research question regarding the likelihood of youth to join the military. To investigate propensity, questions related to the future plans of youth are asked in addition to questions concerning the likelihood to join specific military branches.

Section III.   *Youth Attitudes* - answers the second research question concerning youth's attitudes toward the military. In addition to favorability and knowledge of the military, sources of impressions and sources of military information are examined. Youth's opinions on recruiters, current events, and economic indicators are examined to gain a better understanding of youth's attitudes. Youth's view of and involvement with public service is also covered in this section.

Section IV.   *The Link to Propensity* - answers the third research question concerning the factors that have the strongest relationship with likelihood to join the military. Demographic and attitudinal factors are investigated to determine their relationship with likelihood to join.

Section V.   *Summary and Recommendations* - summarizes the results of the October 2002 Youth Poll and provides conclusions and recommendations for tactical and strategic planning.

METHODOLOGY

The October 2002 Youth Poll used random digit dialing administered via Computer Assisted Telephone Interviews (CATI) between October 15, 2002 and November 17, 2002 to collect data. American households were screened for the target audience: Americans between the ages of 15 and 21. In the case that more than one person in the household met these criteria the respondent with the most recent birthday prior to the interview date was selected.

Overall, 2,003 youth aged 15 and 21 responded to the survey and took an average of 24 minutes to complete it. The data were weighted by age and race/ethnicity to reflect the general population based on March 2002 CPS data from the U.S. Census. Soft quotas were placed on eight geographic regions (based on 2000 U.S. Census).

Overall margin of error at 95% confidence interval is approximately:
-    ± 2.2 percentage points for proportions
-    ± 0.11 for 10-point scales

Appendix 1 contains a detailed technical assessment and description of the research methodology.

APPROACH

Accurate information about youth attitudes and enlistment is necessary to the Department of Defense's requirement to maintain a quality all-volunteer military force. Propensity to enlist in the military is an important metric has been found to be predictive of actual enlistment behavior and is therefore an important metric. Enlistment is connected to other activities and opportunities faced by youth as well, including schooling, work, entertainment, leisure, etc. As these activities and opportunities have changed over time, so too has the attractiveness of military service. The Youth Poll focuses on propensity and youth attitudes toward the military. The October 2002 Youth Poll measured youth's:

- Future plans
- Favorability toward the military
- Knowledge and impression of the military
- Sources of military impressions
- Sources of military information
- Perceptions of public service, recruiters, current events, and economic indicators

This report attempts to demonstrate how these youth attitudes impact youth propensity to enlist in the military. It is these attitudes, combined with adult attitudes, adult likelihood to recommend military Service, and other influencing factors that ultimately impact the ability of the U.S. Military to meet its recruiting requirements. The figure below displays this conceptual model.

ATTITUDES OF YOUTH TOWARD MILITARY
- Future Plans
- Favorability toward the Military
- Knowledge of Military
- Sources of Impressions
- Sources of Information
- Public Service
- Recruiters, Current Events, and Economic Indicators

OTHER INFLUENCING FACTORS
Economy, Job Market, Society, Recruiting

ATTITUDES OF ADULTS TOWARD MILITARY
- Favorability toward the Military
- Knowledge of Military
- Advice About/Support for the Military
- Sources of Impressions
- Sources of Information
- Recruiters, Current Events, and Economic Indicators

Likelihood to Recommend Military Service

PROPENSITY OF YOUTH TO SERVE IN MILITARY (potential supply)

ENLISTMENTS

RESPONDENT PROFILE

This survey was conducted via telephone using a random digit dial sampling procedure that results in a nationally representative sample. To understand the makeup of our target population, it is useful to understand some of their general characteristics. The following charts display the demographic segments of the 2,003 survey respondents:

➤ Age
➤ Gender
➤ Race
➤ Hispanic/Latino Descent
➤ Marital Status
➤ Education/School
➤ Employment Status
➤ Family Military Service

Age
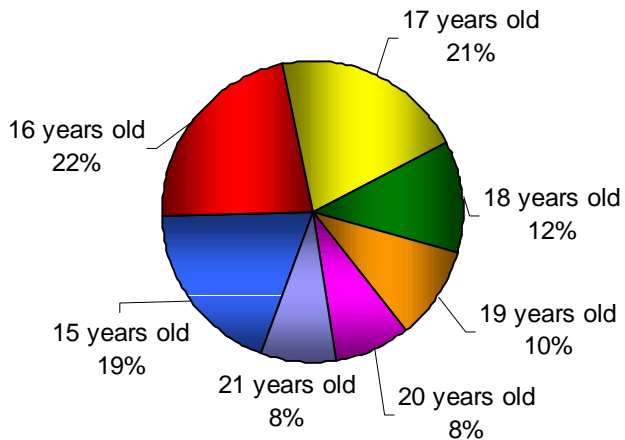
Gender
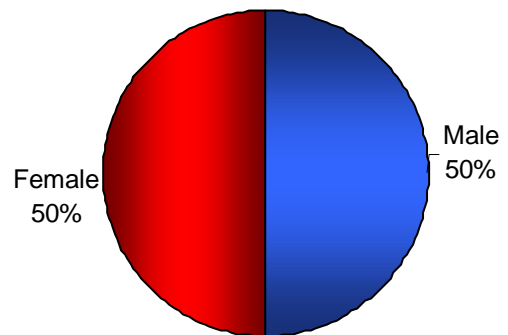
Which of the following best describes your race?
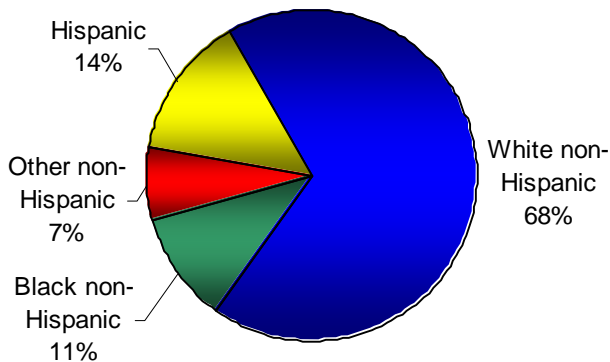
Do you consider yourself to be of Hispanic, Latino or Spanish origin?
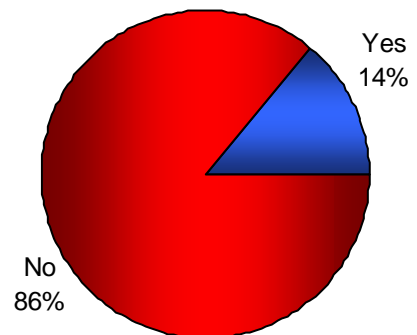
What is your marriage status?
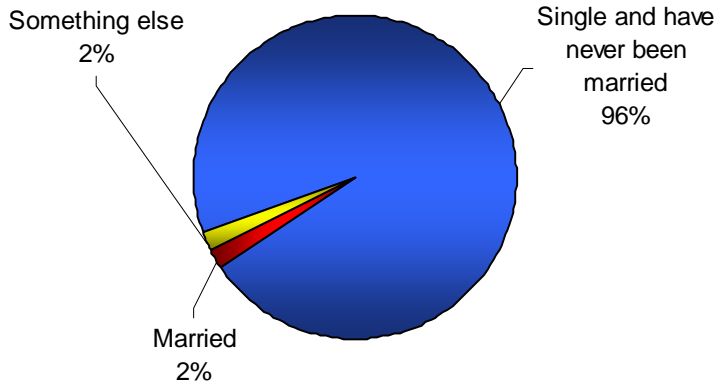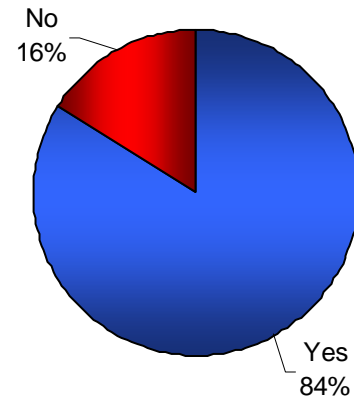
Something else
2%

Single and have
never been
married
96%

Married
2%

Are you currently enrolled in school or a training program?

No
16%

Yes
84%

Are you being home schooled?

Yes
3%

No
97%

Do you go to a private or public school?

Private
9%

Public
90%

What grades do you or did you usually get in high school?

Mostly C's and D's
(65-69)
5%

Mostly D's and
lower (64 and
below)
2%

Mostly C's (70-74)
6%

Mostly A's
(Numerical Average
of 90-100)
16%

MostlyB's and C's
(75-79)
23%

Mostly A's and B's
(85-89)
34%

Mostly B's (80-84)
14%
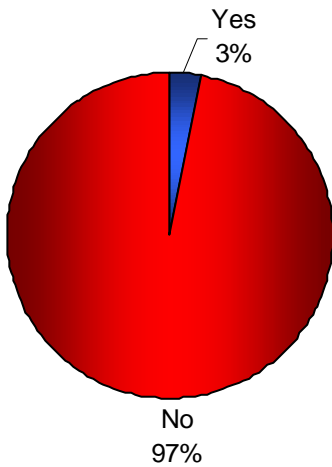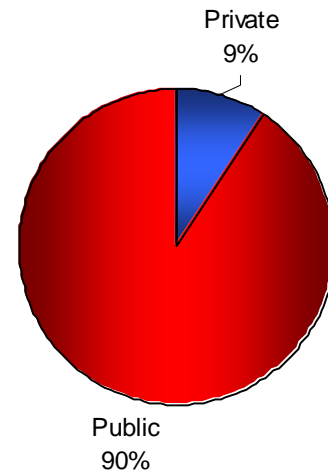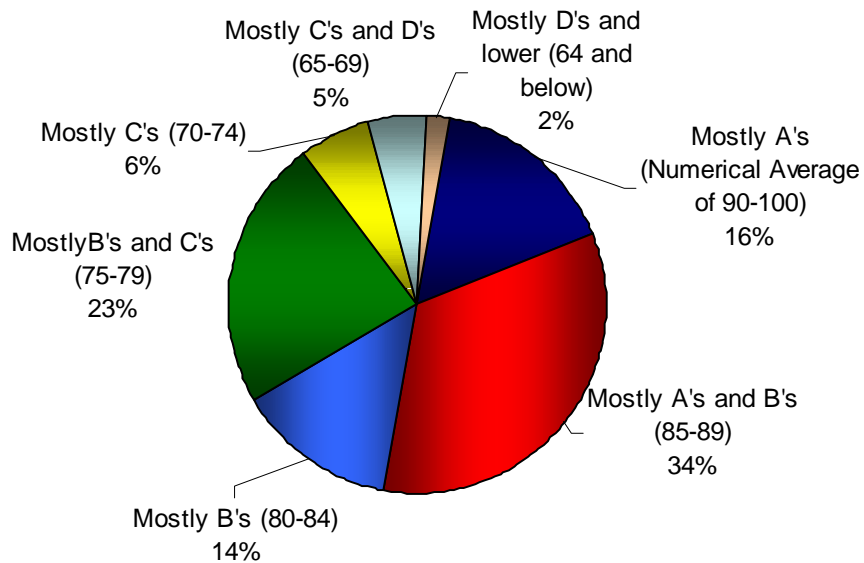
Current Education Levels (Net)

High School (Net)
77%

Less Than High
School (Net)
1%

Vocational (Net)
1%

Community
College (Net)
2%

College (Net)
17%

Graduate School
(Net)
1%
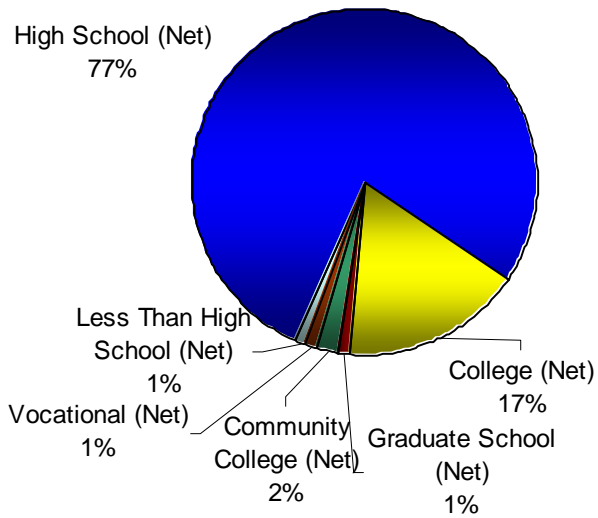
Completed Education Levels (Net)

High School (Net)
83%

College (Net)
9%

Graduate School
(Net)
1%

Less Than High
School (Net)
5%

Vocational (Net)
1%

Community
College (Net)
1%

Are you currently employed either full or part time?

Yes
43%

No
57%
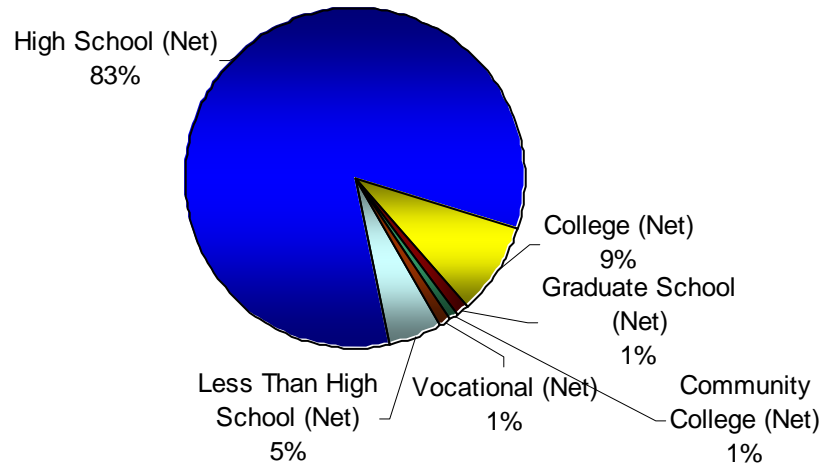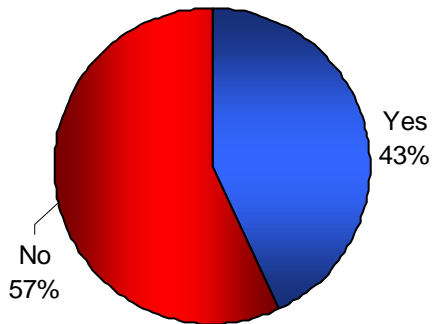
How many hours per week do you work at your job?

35+ hours
26%

Less than 10
hours
13%

25-34 hours
18%

10-24 hours
43%
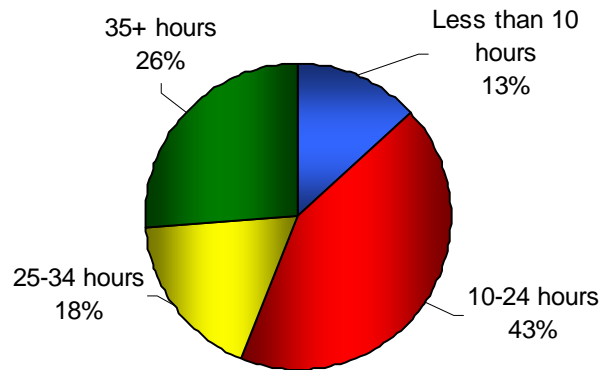
Is anyone in your immediate family - parents, children, siblings, grandparents, in-laws - a current or former member of the US military?

No
35%

Yes
64%
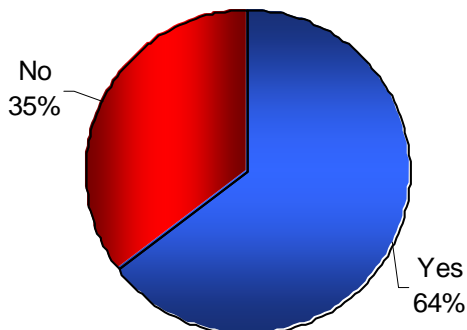
Is anyone in your extended family - cousins, aunts, uncles, nieces, nephews - a current or former member of the US military?

No
48%

Yes
50%
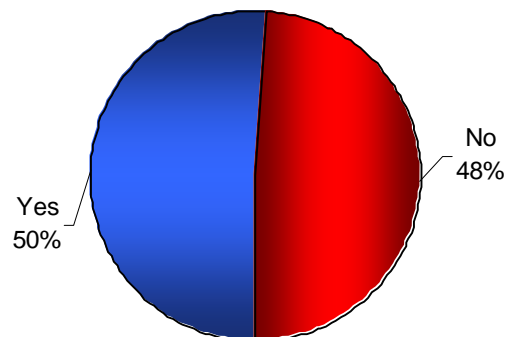
SECTION II. FUTURE PLANS AND PROPENSITY

The main goal of the Youth Poll is to answer the first research question, "*What is the propensity of American youth to enlist in the military?*" The same questions that have been used historically in the Youth Attitude Tracking Study (YATS) to measure propensity continue to be used in the Youth Poll. This measure has been demonstrated to be predictive of actual enlistment[3]. Two primary outcome measures are created from these questions: Composite Active Duty Propensity (measuring youth's likelihood to enlist for active duty) and Composite Reserve Propensity (measuring the likelihood of youth to enlist in the National Guard or the Reserves). In addition to the propensity questions referring to youth's specific plans to join the military, several questions were asked regarding their general future plans.

The October 2002 Youth Poll measured propensity among youth between the ages of 15 and 22. First, youth were asked (unaided) to mention any options they would consider doing after finishing high school, after finishing college, or within the next few years. To get a clearer sense of youth propensity specifically toward joining the military, youth were then asked directly how likely it was that they would be joining the military. This question was followed by a series of questions regarding their likelihood to join each of the Services. The questions about joining the specific Services provide an estimate of a youth's composite propensity, or their likelihood of joining any one component of the military.

HIGHLIGHTS

- Both propensity toward active duty and propensity toward the Reserves have declined since last year. Youth's composite active propensity[4] is 22%, a slight decrease from the 24% that were propensed in October 2001. Youth's composite Reserve propensity[5] is 15%, a slight decrease from the 17% propensed in October 2001.
- Composite propensity for active duty of 15 to 21 year-old men declined from last year's high of 34% to 29%. Composite propensity for women has remained relatively stable at 15%.
- Most youth envision going to school (59%) or getting a job (56%) in the next few years. Only 5% are planning to join the military.
- Of the 56% of youth planning to get a job, 59% plan to find work at a job that could begin a long-term career. About one-fifth (21%) indicated that they would seek a temporary job while they finish school or training.
- Out of the 59% who are considering going to school full-time or part-time, almost two-thirds (61%) indicated that they would like to attend a 4-year college or a university, while 15% would like to attend a two-year junior or community college.
- With regard to youth's likelihood to join one of the active duty branches, 11% reported being likely to join the Air Force, 10% the Army, nine percent the Marine Corps, eight percent the Navy, and six percent the Coast Guard.

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[3] Validity of propensity measure assessed in the report: *Population Propensity Measurement Model: Final Analysis Report* written by Stone, Turner, Wiggins of the Defense Manpower Data Center in 1993.
[4] Youth are considered propensed in the composite active propensity variable if they respond that they are likely or very likely to join the Army, Navy, Air Force, or Marines.
[5] Youth are considered propensed in the composite Reserve propensity variable if they respond that they are likely or very likely to join the Air National Guard, Army National Guard, Air Force Reserve, Army Reserve, Marine Corps Reserve, Naval Reserve, or Coast Guard Reserve.

- Most of the respondents reported they had at least given some consideration to joining the military prior to taking this survey. Half (50%) reported they had given the thought of joining some consideration and 20% reported they have given the thought serious consideration.

Future Plans

Education continues to be the primary focus of American youth. Nearly half (46%) of respondents indicated that they would be going to school full-time once they finished high school, finished college, or in the next few years. Thirty-five percent indicated that they would be working full-time. Five percent indicated that they planned on joining the military. Overall, 59% indicated that they would be going to school full-time or part-time and 56% indicated that they plan to be working full-time, part-time or in a job that will begin their full-time career.

What do you think you might be doing "once you finish high school?" / "once you finish college?" / "in the next few years?"

Category	Percentage
Going to School Full-time	46%
Working Full-time	35%
Going to School Part-time	14%
Working Part-time	13%
Career	10%
Joining the Military/Service	5%
Family Life	5%
Hobbies	3%
Undecided	2%
Move/Travel	2%
Staying at Home	1%
Community Service	1%
Volunteer Work/Religious Work	1%
Get a House/Apt./Place	1%
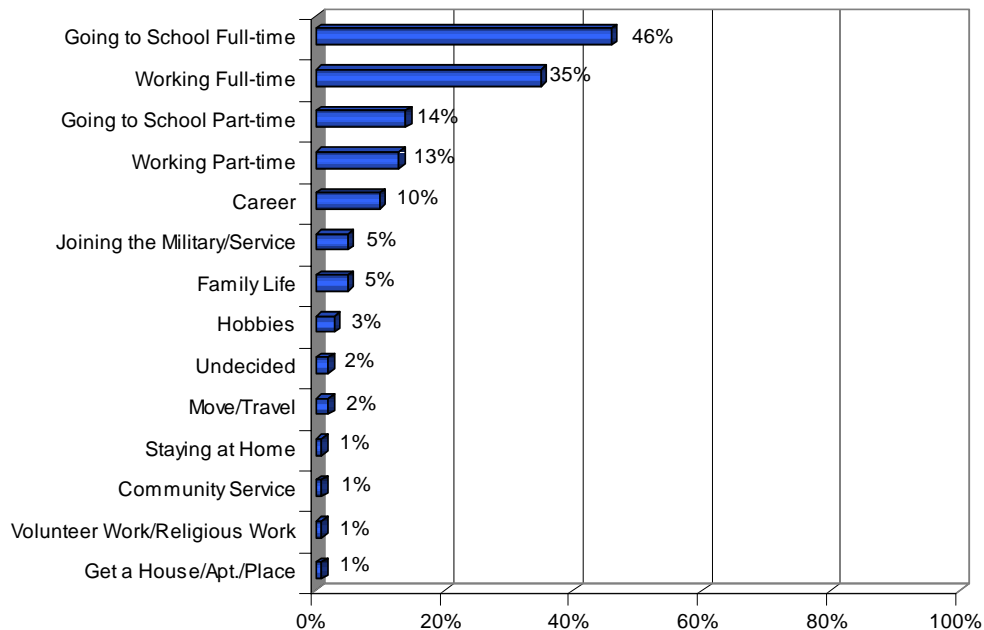
Branch of Service/Type of Service

Of the five percent who indicated that they planned on joining the military, 28% reported that the Marine Corps was the branch they planned on joining. Twenty-seven percent indicated they planned on joining the Air Force, a quarter (24%) the Army, and a fifth (18%) the Navy.[6]

You said you might be joining the military. Which branch of the service would that be?
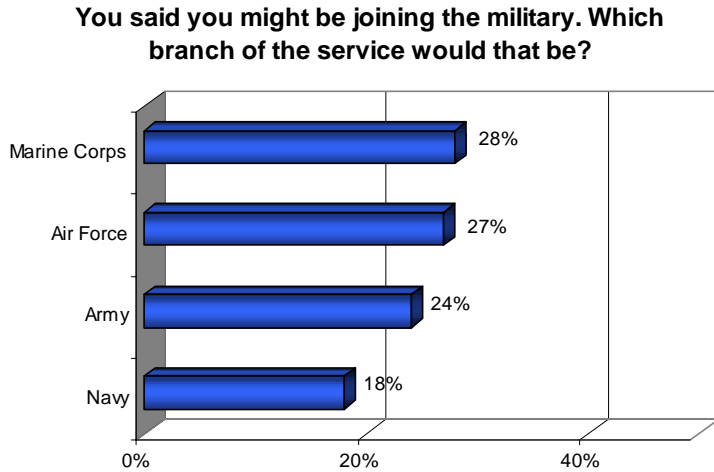
Of the youth that planned on joining the Army or Air Force, nearly three-quarters (73%) were considering active duty. Thirteen percent were considering the Reserves and 11% the National Guard.[7] Of the youth that were planning on joining the Coast Guard, Marines or the Navy, eight out of ten (80%) were considering active duty and 16% were considering the Reserves.[8]

Which type of service would that be (Army/Air Force)?
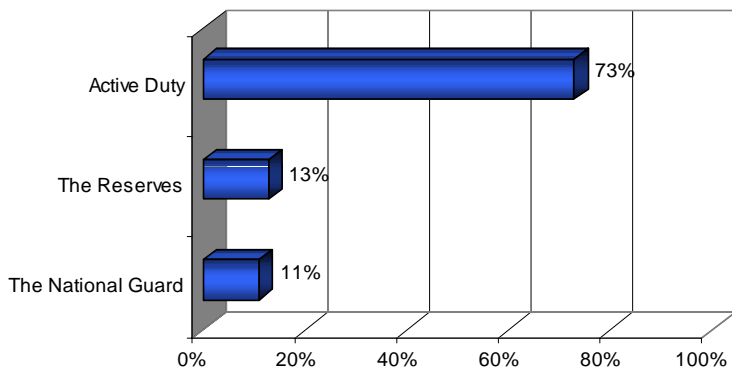
Which type of service would that be (Coast Guard/Marine Corps/Navy)?

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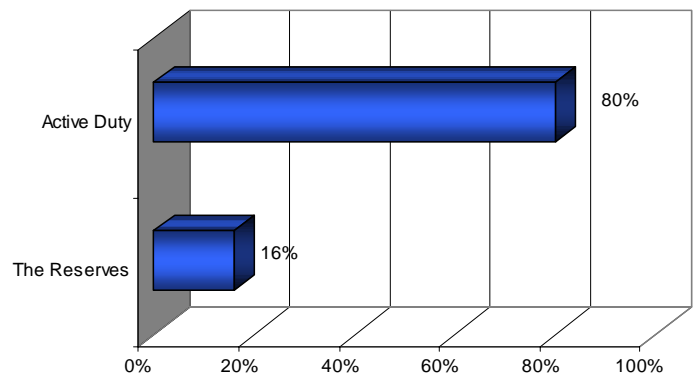
[6] Based on small sample size (n=97).
[7] Based on small sample size (n=50).
[8] Based on small sample size (n=45).

Type of Job
While a high percentage of youth report that they plan to be working in the future, for many this is either temporary or secondary to other plans. Of the 48% of youth that were considering working full-time or part-time[9], six out of ten (59%) planned to work at a job that could begin a long-term career. About one-fifth (21%) indicated that they might seek a temporary job while they finished school or training.

You said you might be working. What type of job would you have?

Job that could begin a long-term career	59%
Temporary job while you finish school or training	21%
Any job you can get to support yourself	19%
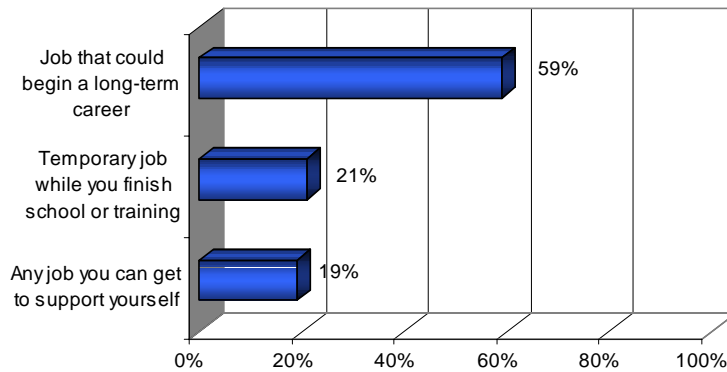
Type of School/College
Of the 59% who were planning to attend school (full-time or part-time), almost two-thirds (61%) indicated that they would like to attend a 4-year college or a university, while 15% stated that they would like to attend a two-year junior or community college.

What kind of school or college would you like to attend?

4-Year College or University	61%
2-Year Junior or Community College	15%
Graduate or Professional School	11%
Vocational, Business or Trade School	8%
High School	1%
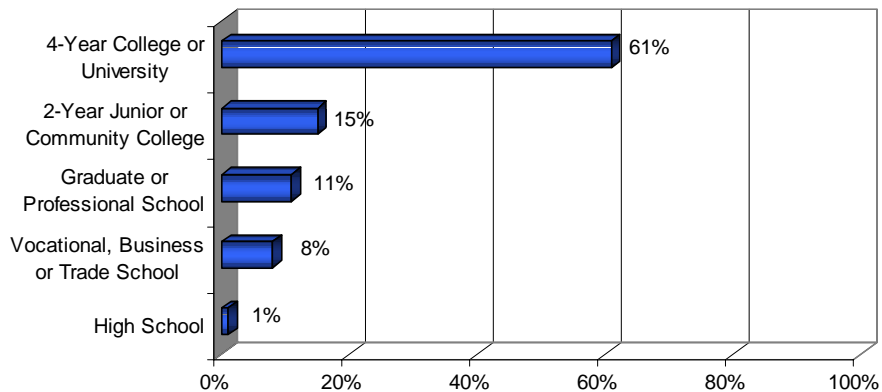
The highest level of school or college that most youth (51%) wanted to achieve was 4-year college, community college or vocational training. More than one-third (35%) indicated that graduate school was their top goal.

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[9] This 48% does not include the 10% of youth who reported in the open-ended question that they planned on beginning a full-time career after high school.

Propensity – General Active Duty

Prior to asking the Service-specific propensity questions, youth were asked how likely it was that they would be serving in the military in the next few years. Twenty percent (4% Definitely, 16% Probably) of males said it was likely they would serve, while 80% (36% Probably Not, 44% Definitely Not) said it was unlikely. Females were less propensed, with only 8% saying it was likely that they would serve (1% Definitely, 7% Probably).
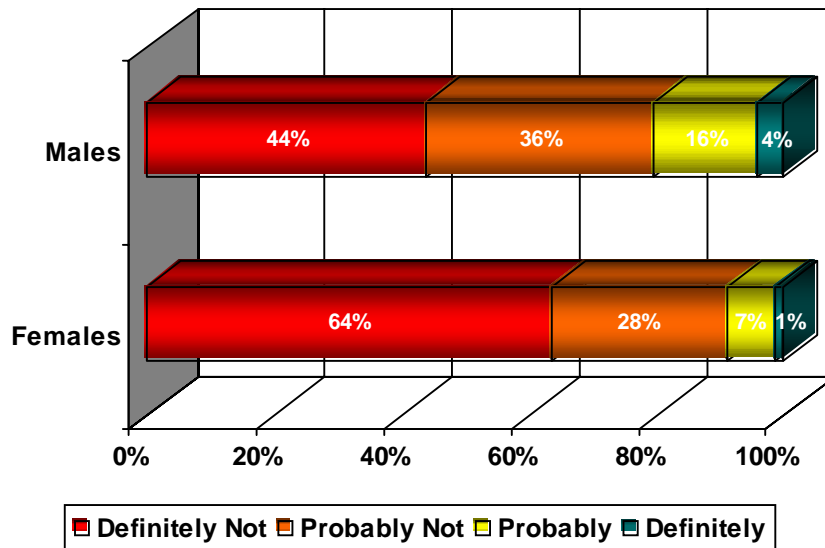
Propensity – Composite Active Duty

The primary measure of the Youth Poll, Composite Active Duty Propensity, is calculated using the question, *"How likely is it that you will be serving on active duty in the (Coast Guard, Air Force, Army, Marine Corps, Navy)?"* Youth who responded that they would "definitely" or "probably" serve in any particular Service were categorized as propensed for that Service. Composite active propensity is the percentage of youth who are propensed for at least one of the four active duty branches: Air Force, Army, Marine Corps, and Navy.

Composite Propensity Trends for Active Duty Service

11
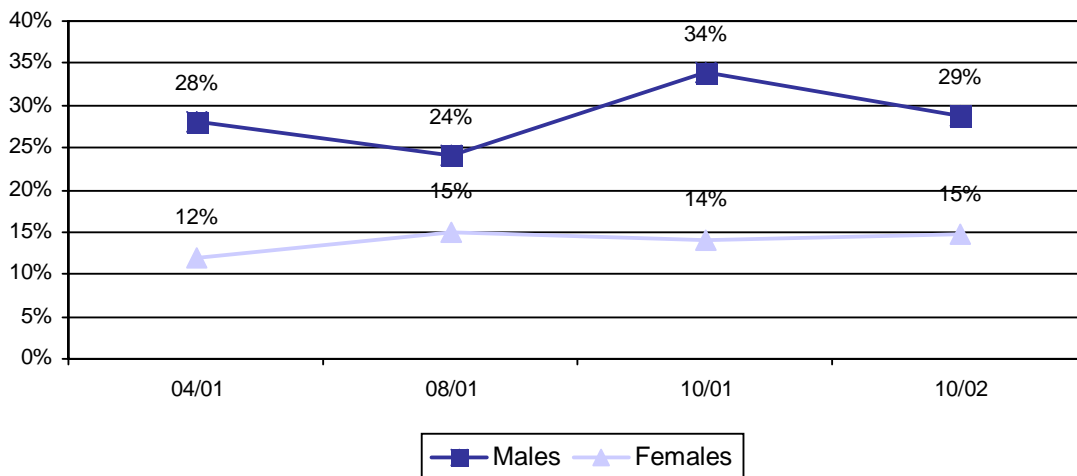
The propensity of males age 15 to 21 declined significantly from the high observed in October 2001, but remains similar to propensity as measured at the same time in previous years. Propensity for 15 to 21 year-old females has remained relatively constant over the same period.

With regard to youth's propensity toward serving on active duty for the individual military branches, 11% were likely to serve in the Air Force, 10% in the Army, nine percent in the Marine Corps, eight percent in the Navy, and six percent in the Coast Guard.

How likely is it that you will be serving on active duty?

	Males	Females
Air Force	14%	8%
Army	13%	6%
Marine Corps	13%	5%
Navy	10%	6%
Coast Guard	7%	5%
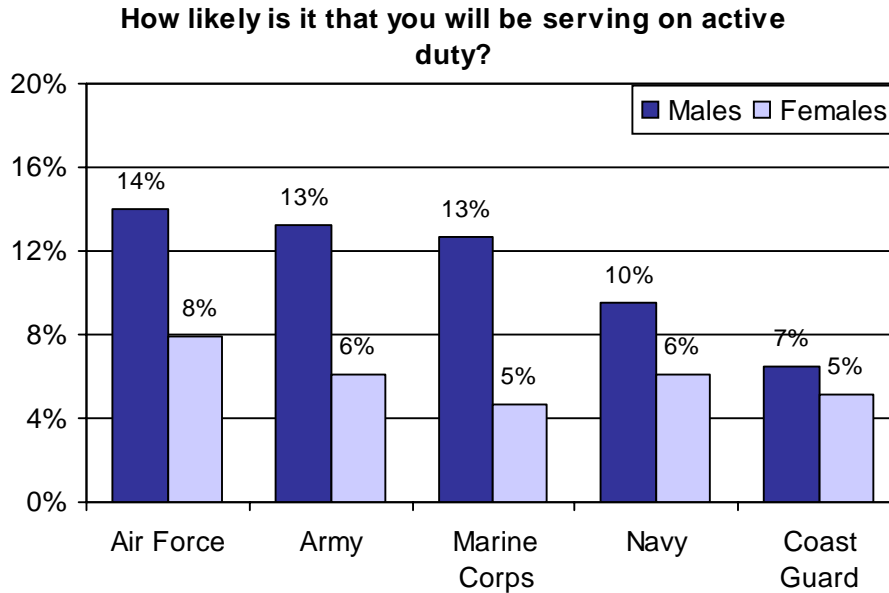
Propensity - General National Guard and Reserves

Eight percent of youth said it was likely that they would be serving in the National Guard, while 12% of youth said it was likely that they would be serving in the Reserves.

How likely is it that you will be serving in the National Guard

	Definitely Not	Probably Not	Probably	Definitely
Males	54%	36%	10%	0%
Females	65%	30%	5%	0%

How likely is it that you will be serving in the Reserves?

	Definitely Not	Probably Not	Probably	Definitely
Males	46%	37%	15%	1%
Females	64%	28%	7%	0%
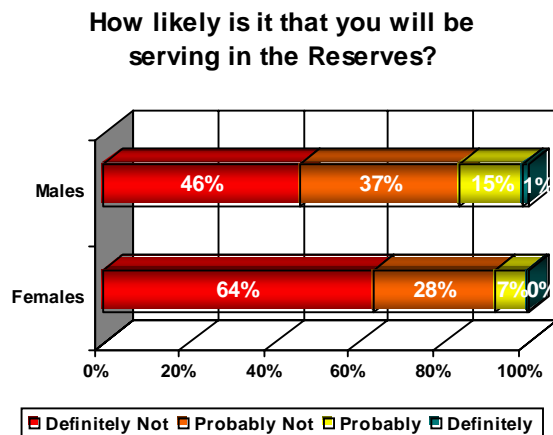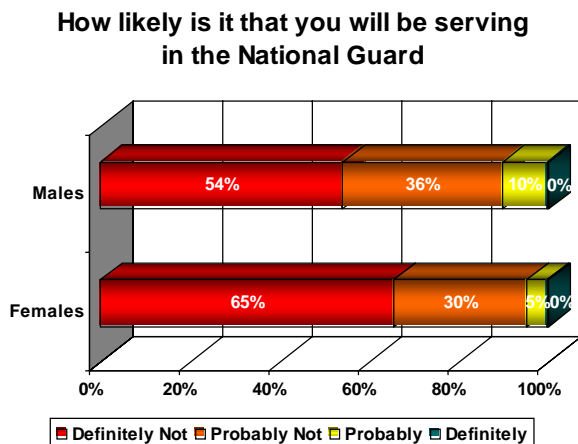
Propensity – Composite Reserve

The second measure of the Youth Poll, composite Reserve propensity, is calculated using the question, *"How likely is it that you will be serving in the (Air National Guard, Army National Guard, Air Force Reserve, Army Reserve, Marine Corps Reserve, Naval Reserve, and Coast Guard Reserve)?"* Youth who responded that they would "definitely" or "probably" serve were categorized as propensed for that component. Composite Reserve propensity is the percentage of youth that are propensed for at least one of the following: Air National Guard, Army National Guard, Air Force Reserve, Army Reserve, Marine Corps Reserve, and Naval Reserve.

The composite Reserve propensity of youth for serving in the National Guard or Reserves in October 2002 was 15%, with propensity for both males and females showing a slight but non-significant decline since 2001.

Composite Propensity Trends for Reserves
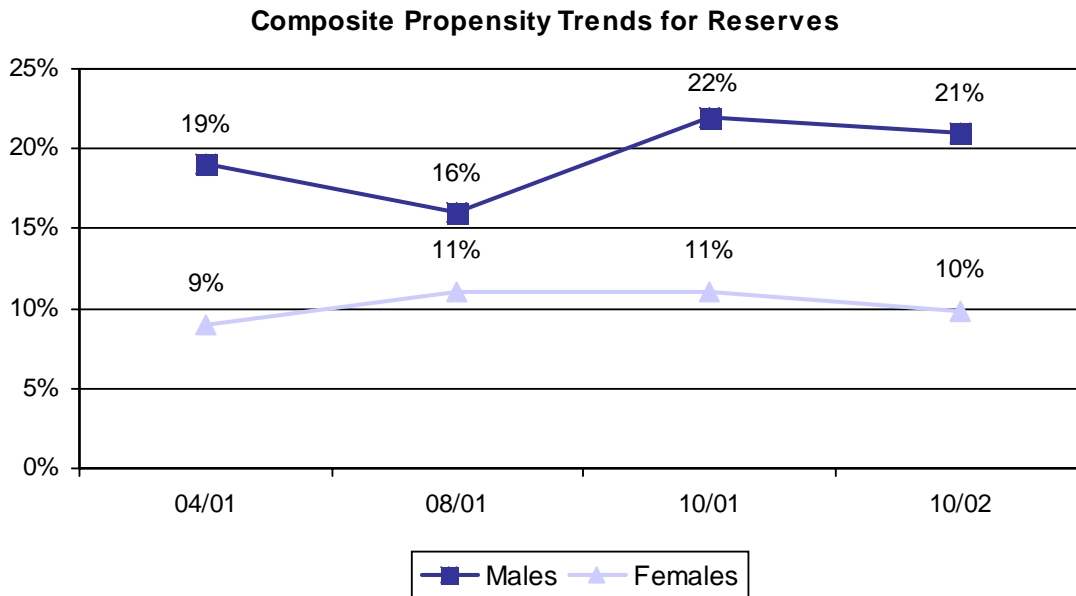
Of the youth propensed toward the National Guard, 58% were likely to serve in the Army National Guard and 41% in the Air National Guard. Of the youth propensed toward the Reserves, 39% were propensed for the Army Reserves, 20% for the Air Force Reserve, 17% for the Marine Corps Reserve, 13% for the Coast Guard Reserve, and 11% for the Naval Reserve.

Youth Academic Priorities

There is a clear relationship between youth's focus on and success in school and their propensity to join the military. Analysis of Variance reveals that youth who report getting better high school grades are less propensed for military service[10]. In addition, those youth who report having more ambitious education goals also report being less propensed for military service[11]. This pattern suggests that youth may be developing long-term academic goals before the issue of military service comes into play, and that these goals may prevent youth from considering military service.

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[10] $F(7,1992)=13.883, p<.05$
[11] $F(5,1892)=5.544, p<.05$

Ever Considered Joining the Military

Part of the challenge in getting youth to enlist in the military is getting them to even consider military service as a post high school option. A measure of this consideration was included in this poll. Before taking the October 2002 Youth Poll Survey, half of the respondents (50%) had given the idea of joining the military some consideration. Another 20% had given the idea of joining the military serious consideration. Thirty percent had never thought about it.

Before taking this survey, had you ever considered the possibility of joining the military?
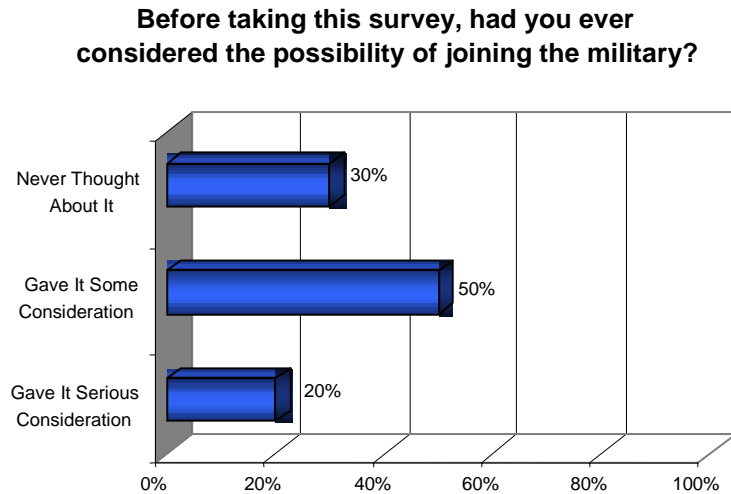
Consistent with the idea that consideration of military service is an important part the decision to enlist in the military is the positive relationship between consideration and propensity. Those who have never thought about military service have very low general propensity for the military (composite propensity of 8%), while those who gave it some consideration are more likely to join (20%), and those who gave it serious consideration are more likely to join still (48%).

PROPENSITY – SUMMARY

When asked unprompted what their future plans were, only one out of 20 youth reported that their plans for the future included joining the military. This low figure represents both youth's moderate affinity for military service and the tendency for some youth not to even consider military service as an option. The majority of youth instead planned on going to school or getting a full-time or part-time job.

Youth's composite active propensity is 22% and their composite Reserve propensity is 15%. Composite active propensity for males has declined from the peak observed in October 2001, while their composite Reserve propensity was more stable. Females' composite active and Reserve propensity did not change significantly over the same period.

With regard to youth's propensity toward serving on active duty in one of the military branches, no one service was selected significantly more than another - 11% reported being likely to join the Air Force, 10% the Army, nine percent the Marine Corps, and eight percent the Navy. Eight percent of youth reported being likely to join the National Guard and 12% the Reserves.

While very few youth think (without being provided a list) that they will serve in the military after school or in the next few years, the military has at least been considered as a possible option for a substantially larger proportion of youth. Before taking this poll, 50% percent of youth had given the military some consideration, while 20% of those individuals had given the military serious consideration.

SECTION III. YOUTH ATTITUDES TOWARD THE MILITARY

This section answers the second research question by providing deeper understanding of youth's attitudes toward the military. The October 2002 Youth Poll contained survey items covering the following topics:

- Favorability toward the military
- Knowledge and impressions of the military
- Sources of military impressions
- Sources of military information
- Perceptions of public service, recruiters, current events, and economic indicators

As described in the research approach, these attitudes are expected to have an influence on the primary measure of the Youth Poll, the likelihood that a youth would join the military.

HIGHLIGHTS

- *Favorability* – Overall, youth have a positive view of the military, and gave it an average rating of 7.3 on a 10-point scale. The Air Force is viewed the most positively by youth, the Coast Guard is viewed the least positively, and the Marine Corps, Navy, Army, Reserves and National Guard are clustered in the middle. The favorability for the military declined from the October 2001 observation.
- *Knowledge* – Youth do not feel that they have a great deal of knowledge about the military, as evidenced by a mean score of 5.1 on a 10-point scale. Only 3% considered themselves to be "extremely knowledgeable," while 8% considered themselves to be "not knowledgeable at all." Nearly two thirds (62%) rated their knowledge in the 4 to 7 mid-range. Knowledge is also significantly lower than it was in October 2001.
- *Sources of Impressions* – Over two-thirds of American youth get the majority of their impressions about the military from the media, nearly half get their impressions from friends and acquaintances, and one-third get their impressions from family members.
- *Sources of Information* – Media is the most common means youth use to obtain information about life in the military and benefits the military offers. Of these media sources, the Internet is the most popular source of information about life in the military. Contacting the military or recruiters was the second most common source of information about military benefits, though it was the third most common for information on what life in the military is like. Conversely, word of mouth is a more common source of information for what life is like (ranking second) than it is for the benefits offered by the military.
- *Recruiters* – Contact with a military recruiter is positively related to youth's interest in military service. Fifty percent of youth reported that their interest in military service increased after speaking with a military recruiter. However, 41% of youth had never spoken with a recruiter and the general perception of recruiters is not entirely positive. Half of youth feel that military recruiters use "high pressure" sales tactics to get people to join the military, two-thirds feel that military recruiters care about the well-being of people interested in military service, and 27% percent agreed that people entering the military do not get the benefits promised by military recruiters.
- *Current Events* – Not surprisingly, war has an effect on youth's likelihood to join the military. When asked about the "War on Terrorism," 53% of youth reported that they are less likely to join the military as a result. As a result of the exposure that the "War on Terrorism" was

receiving, 82% of youth reported that the U.S. would likely have the majority of its military troops engaged in battle in the next four years.

- *Economic Indicators* – There is nothing in the data that indicates a negative perception of the amount of pay military personnel receive for the jobs they perform. In fact, 61% of youth reported that they feel individuals are just as likely to have a good paying job in the military as they are in a civilian job.
- *Public Service* – American youth seem open to taking an active role in public service, as evidenced by their positive responses when asked if they have done volunteer work in the last two years. However, military recruiting does not benefit from this increase in public service behavior as military duty comes to the mind for only about five percent of youth asked to list types of public service.

FAVORABILITY

To understand the general trend of youth's attitudes toward the military, the youth polls include a measure of youth's favorability towards the military. These questions ask youth to rate their overall opinion of the military and its individual components on a 10-point scale.

View of Military (General)
Overall American youth have a positive view of the military, as respondents gave it a mean rating of 7.3 on a 10-point scale and 55% rated it an 8 or higher. This level of favorability, though high, reflects a decline from the peak in favorability towards the military observed following the September 11th, 2001 tragedy. Favorability fell over a full point from the October 2001 observation of an 8.4 overall favorability rating. Although this decline is significant, it most likely reflects the waning of unusually high support for the military following the terrorist attacks as opposed to a trend toward disenfranchisement with the military.

Using a 10 point scale where 1 means very unfavorable and 10 means very favorable, please rate the U.S. Military

Rating	Percentage
10-Very favorable	15%
9	14%
8	26%
7	19%
6	8%
5	8%
4	3%
3	2%
2	1%
1-Very unfavorable	3%

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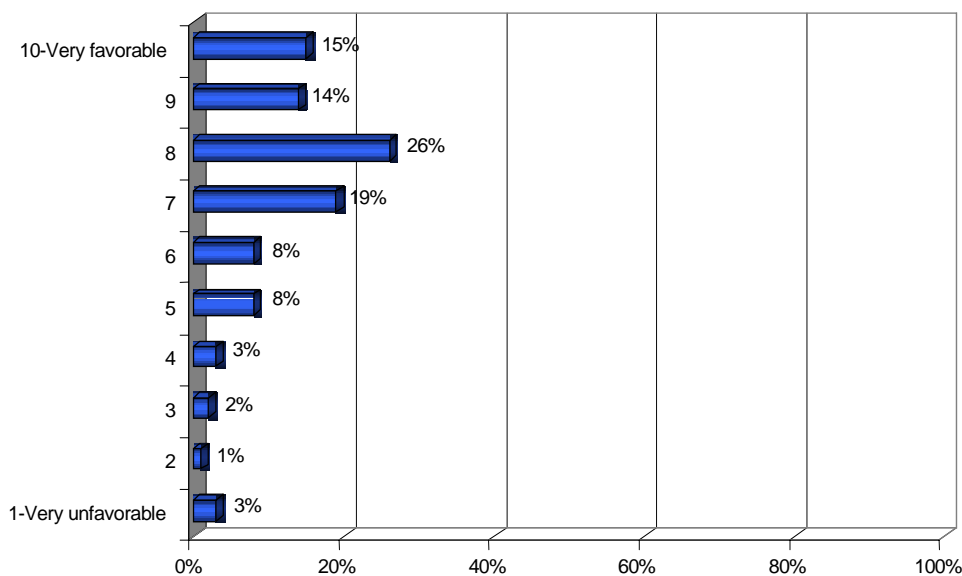
View of Military (Specific Branch)

As illustrated in the following table, the Air Force is viewed the most positively by youth, receiving a mean rating of 7.6. The Coast Guard is viewed the least positively, with a mean rating of 6.8. The Marine Corps, Navy, Army, Reserves and National Guard are all clustered in the middle with mean scores of 7.2 to 7.0. As with overall favorability, each of the individual Service's favorability ratings declined by at least a full rating point from the levels observed in October of 2001.

Service	Mean Rating October 2001	Mean Rating October 2002
Air Force	8.6	7.6
US Military Overall	*8.4*	*7.3*
Marine Corps	8.4	7.2
Navy	8.3	7.2
Army	8.3	7.1
National Guard	8.2	7.1
Reserves	8.2	7.1
Coast Guard	8.0	6.8

MILITARY KNOWLEDGE

To understand the level of familiarity that youth have with the military, a question about knowledge of the military is included in the youth polls. These questions ask youth to rate their overall knowledge of the military and its individual components on a 10-point scale. This measure reveals that youth do not feel that they have a great deal of knowledge about the military, as evidenced by a mean score of 5.1 on a 10-point scale. Only 3% considered themselves to be "extremely knowledgeable," while 8% considered themselves to be "not knowledgeable at all." Nearly two-thirds (62%) rated their knowledge in the 4 to 7 mid-range.

This average knowledge rating is lower than the 5.8 rating observed in October 2001. Once again, this decline is most likely a return from the unusually high perceived knowledge of the military following the terrorist attacks. It is interesting that this knowledge rating went down despite the level of informational coverage of military operations in the news during the intervening year. It could be the case that self-reported knowledge of the military is more related to interest in military service (and therefore actively sought) than information passively received from the media.

How knowledgeable are you about the U.S. Military?
(1-not at all knowledgeable to 10-extremely knowledgeable)

Rating	Percentage
10-Extremely knowledgeable	3%
9	2%
8	10%
7	14%
6	14%
5	22%
4	13%
3	9%
2	6%
1-Not at all knowledgeable	8%
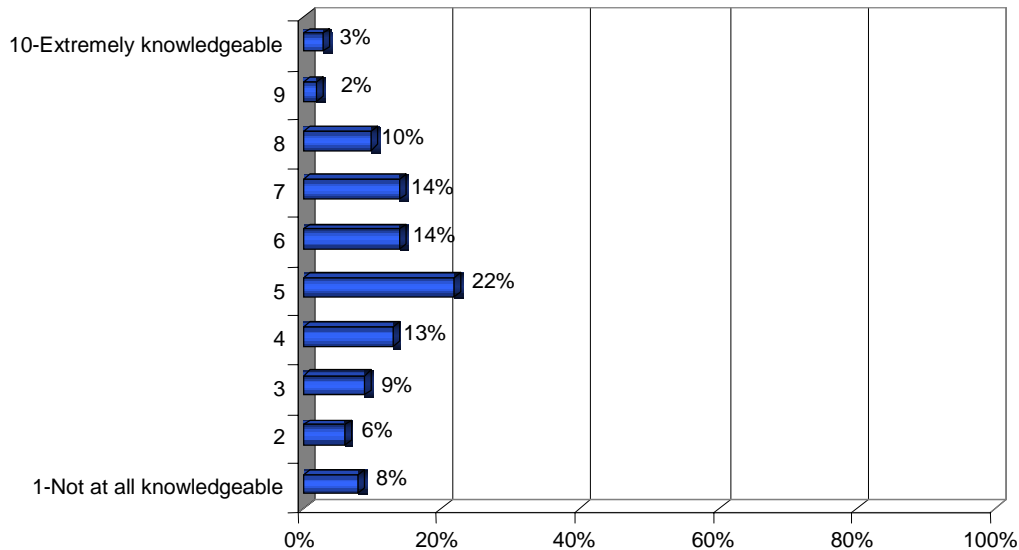
SOURCES OF MILITARY IMPRESSIONS

In order to understand how youth attitudes are formed, Youth Poll 4 hoped to determine what forms of information contribute to youth's impressions. To achieve this, youth were asked to identify sources of their military impressions (e.g., friends, family, media, etc.) and then asked to assess the effect that these sources had on their view of the military. The results indicated that as a source, people tend to create more positive impressions than media sources do.

Over two-thirds (68%) of respondents got the majority of their impressions about the military from the media, nearly half (46%) got their impressions from friends and acquaintances, and one-third (33%) got their impressions from their families.

Where do you get the majority of your impressions
about the military?

Source	Percentage
Media	68%
Friends/Acquaintances	46%
Family	33%
Recruiters	13%
School	9%
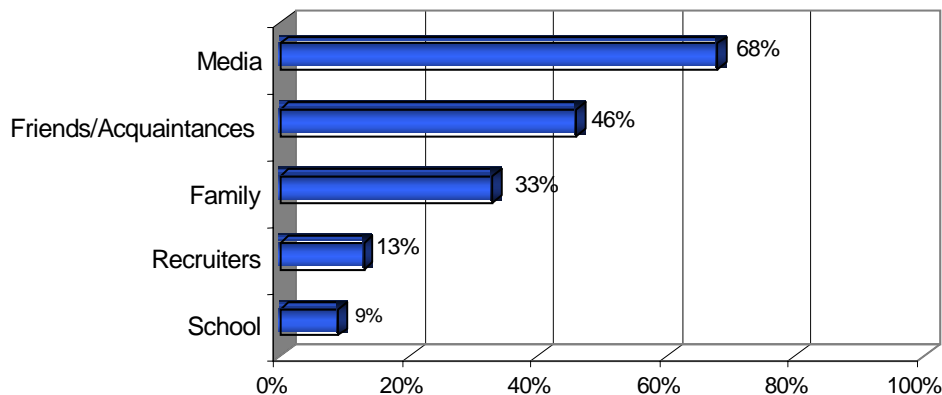
Media Sources

Media outlets are a common source of youth's military impressions. Television (mentioned by 47% of these youth) and reading materials (34%) are the most common sources of media impressions, followed by the Internet (11%) and advertising/commercials (9%).

Where do you get the majority of your impressions about the military (media)?
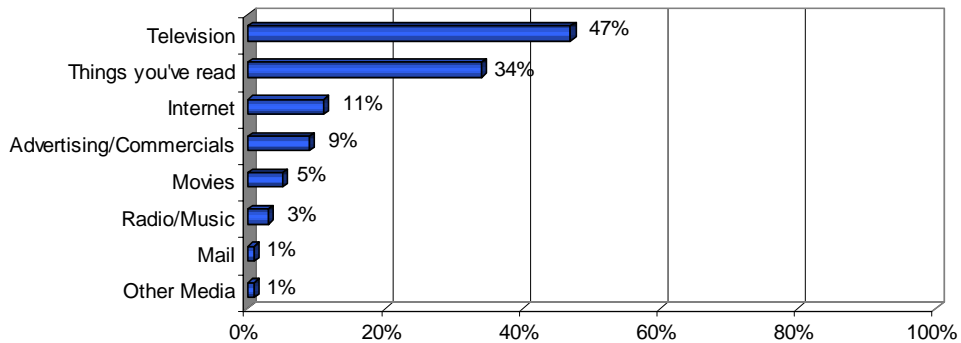
Reading Sources

Of the third (34%) of youth who reported receiving a majority of impressions from reading sources, half (50%) mentioned newspapers, and four-in-ten (40%) mentioned magazines. Other sources mentioned included books (both fiction and non-fiction), online articles, and pamphlets/brochures.

Of these reading sources, 35% of the respondents indicated that newspapers had the greatest impact on their impression of the military, followed by 19% for magazines, 18% for non-fiction books, 5% for online articles, 4% advertisements, 3% fiction books, and 11% other.

Reading Sources (n=688)	What reading sources have given you impressions of the military?	Which has had the greatest effect on your impression?
Newspapers	50%	35%
Magazines	40%	19%
Books (non-fiction)	28%	18%
Online Articles	12%	5%
Pamphlets/Brochures	11%	*
Books (fiction)	7%	3%
Advertisements	6%	4%
Other	8%	11%

Overall, youth indicated that these reading sources gave either a balanced (45% say both positive and negative) or a positive (46% say completely or mostly positive) impression of the military. Only 9% of youth said that reading sources gave them a negative impression of the military. There were differences in the message communicated across reading sources as advertisements gave youth more positive impressions than newspapers, magazines or books[12].

Do these reading materials give you a positive, negative, or neutral impression of the military?

Reading Source	Completely Negative	Mostly Negative	Both Positive and Negative (Neutral)	Mostly Positive	Completely Positive
Books (Non-Fiction) (n=115)	3%	8%	47%	32%	9%
Books (Fiction) (n=19)		18%	41%	38%	4%
Newspapers (n=218)		8%	56%	33%	2%
Online/Internet Articles (n=32)		8%	34%	48%	10%
Magazines (n=123)	4%	7%	42%	38%	8%
Advertisements (n=23)	6%	11%	54%	28%	
Other (n=64)		7%	36%	45%	12%

Legend: Completely Negative, Mostly Negative, Both Positive and Negative (Neutral), Mostly Positive, Completely Positive

Television Sources

The most common sources of military impressions from television are cable news channels, such as CNN and MSNBC, and network news programs (mentioned by 37% and 30% of youth who reported getting impressions from television, respectively). Television advertisements (27%) are a close third. Documentaries and news journal shows are also relatively common sources of impressions from television. Cable (26%), network news shows (21%) and Television advertisements are the television sources that have the greatest effect on youth's impressions of the military.

Television Sources (n=935)	What on TV have given you impressions of the military?	Which has had the greatest effect on your impression?
Cable News Channels	37%	26%
Network News	30%	21%
TV Advertisements	27%	18%
Documentaries	14%	12%
News Journal Shows	13%	8%
Movies-General	8%	3%
Other	11%	13%

These television sources have a mostly positive effect on youth's impressions of the military. Close to half (49%) of respondents said that television programs gave a completely positive or mostly positive impression of the military. Just 8% said that the impressions were mostly or completely negative. Examination the of different television sources reveals that youth find

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[12] $F(6,587)=4.461$, p<.05.

advertisements overwhelmingly positive (83% completely or mostly positive) while most other sources give a balanced or moderately positive impression of the military.

Do these television shows give you a positive, negative, or neutral impression of the military?

Source	Completely Negative	Mostly Negative	Both Positive and Negative (Neutral)	Mostly Positive	Completely Positive
Cable News Channels (n=230)	2%	7%	48%	40%	4%
Network News (n=186)	3%	7%	57%	7%	3%
TV Advertisements (n=160)	1%	17%		54%	29%
Documentaries (n=103)	1%	1%	48%	45%	5%
News Journal Shows (n=75)		13%	52%	35%	
Movies-General (n=22)	9%	14%	19%	58%	
Other (n=85)	3%	11%	39%	37%	10%

Legend:
- ■ Completely Negative
- ■ Mostly Negative
- ■ Both Positive and Negative (Neutral)
- ■ Mostly Positive
- ■ Completely Positive

Movie Sources

Just 5% of respondents said that movies were the main source of their impressions of the military. Among youth, *Saving Private Ryan* was the most commonly cited movie, followed by *Black Hawk Down*, *We Were Soldiers*, *Pearl Harbor*, and *Full Metal Jacket.* Four of the five most commonly mentioned movies are recent releases.[13]

You get the majority of your impressions about the military from the movies. What movies have given you these impressions?
(number of responses)

Movie	Number of responses
Saving Private Ryan	44
Black Hawk Down	30
Pearl Harbor	17
Full Metal Jacket	16
We Were Soldiers	16
Forrest Gump	9
Platoon	8
Men of Honor	6
Windtalkers	6
Behind Enemy Lines	5
Hunt for Red October	4
A Thin Red Line	4

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[13] Small sample size (n=92).

Family, Friends, and Acquaintances
People are the most important source of youth's impressions of the military. As previously
mentioned, 46% of respondents indicated that a major source of their military impressions were
friends and acquaintances and 33% indicated family was a main source of military impressions.
Although more youth cited media than either family or friends, combined these two groups were
cited more often than media. In addition, they result in more positive impressions.

People Sources	Who have given you impressions of the military?	Who has had the greatest effect on your impression? (n=1,392)
Friend-same generation	23%	19%
Father	15%	14%
Teacher/Counselor/Coach	15%	14%
Recruiters	13%	8%
Friend-older generation	12%	9%
Uncle(s)	9%	6%
Grandparent(s)	9%	7%
Cousin(s)	6%	4%
Mother	5%	2%
Brother(s)	5%	5%
Other person	5%	10%
Aunt(s)	2%	*
Friend-younger generation	2%	*
Sister(s)	1%	1%
Girlfriend/Boyfriend	1%	1%

Friends of the same generation are the most common source of impressions (23%), followed by
fathers (15%), and teachers/counselors/coaches (15%). When asked who has had the greatest
impact on their impressions, youth again cited these three groups (friends-same generation-19%,
fathers-14%, and teachers/counselors/coaches-14%).

Eighty-one percent of individuals cited as having the greatest impact on youth impressions had
previous experience with the military. This may explain why a greater proportion of youth get
positive impressions from family, friends and acquaintances than from media sources. Sixty-one
percent said the impressions they were given by others were completely or mostly positive
(compared to 49% for television and 46% reading materials), and just 5% said that the impressions
were mostly or completely negative.

Do these people give you a positive, negative, or neutral impression of the military?

Person	Completely Negative	Mostly Negative	Both Positive and Negative (Neutral)	Mostly Positive	Completely Positive
Friend-same generation (n=256)	3%		33%	41%	17%
Father (n=191)	%7%		40%	32%	20%
Teacher/Counselor/Coach (n=197)	1%		40%	37%	17%
Recruiters (n=252)	%		12%	49%	36%
Friend-older generation (n=120)	7%		30%	44%	20%
Uncle (n=79)	1%	5%	21%	53%	19%
Grandparent (n=92)			40%	37%	20%
Cousin (n=58)	7%		26%	45%	21%
Mother (n=32)	7%		53%	35%	6%
Brother (n=65)	3%		27%	44%	22%
Other Person (n=154)	2%		32%	46%	16%

Legend:
- ■ Completely Negative
- ■ Mostly Negative
- ■ Both Positive and Negative (Neutral)
- ■ Mostly Positive
- ■ Completely Positive

Differences from General Adult Population

There is a general tendency for youth to be more likely than adult Americans (ages 22-85) to report that their impressions of the military come from friends, acquaintances, or recruiters. In total, 70% of youth reported that they get a majority of their impressions from a person and 67% from some form of media. Adults were just as likely to report getting impressions from media (69%) but were less likely to report getting impressions from people (52%).

Implications

Both media and people are sizable contributors to the formation of youth's impressions of the military. However, the impressions that youth get from these different sources is different. Most youth report that people, on average, give them positive impressions of the military (61%) and a significant number report they have a positive effect on their likelihood to join (37%). The impression that youth get from media is both less positive (47%) and less likely to influence youth to join the military (25%). This highlights the importance of ensuring that the frequency and quality of communication to youth from adults who are knowledgeable and favorable towards the military is high.

SOURCES OF INFORMATION ABOUT THE MILITARY

The October 2002 Youth Poll also provides information on the sources youth use to obtain information about the military when actively searching. The results show that when youth need to obtain information on military life or the benefits offered by the military, media is the primary resource, with the greatest focus on the Internet. In addition, if youth are asked what they feel are the <u>ideal</u> ways to get this information, youth rank the sources in the same order, with the Internet selected most frequently.

The ranking of these sources differs slightly when comparing information about military benefits to information about what life is like in the military. *Contacting the military/recruiters* is the second most common source of information about military benefits, though it was the third most common for information on what life in the military is like. Conversely, word of mouth is a more common source of information for what life is like than it is for the benefits of the military.

Life in the Military
The media is the most common means of obtaining information about the military. Almost two-thirds (63%) of respondents indicated that media sources are the method of obtaining information that they would use today if they needed information, and 55% indicated that this is also the ideal way to get information about military life. The next most common method, both current and ideal, is word of mouth, followed by direct contact with the military/recruiters, and obtaining information through their school.

Sources of Information About Life in the Military

Source	If you needed this information, how would you get it?	Assuming you wanted this information, what are the ideal ways to get that information?
Media sources	63%	55%
Word of mouth	51%	45%
Contact the military/recruiters	31%	39%
Through school	16%	14%
Myself	2%	2%
Other	1%	1%
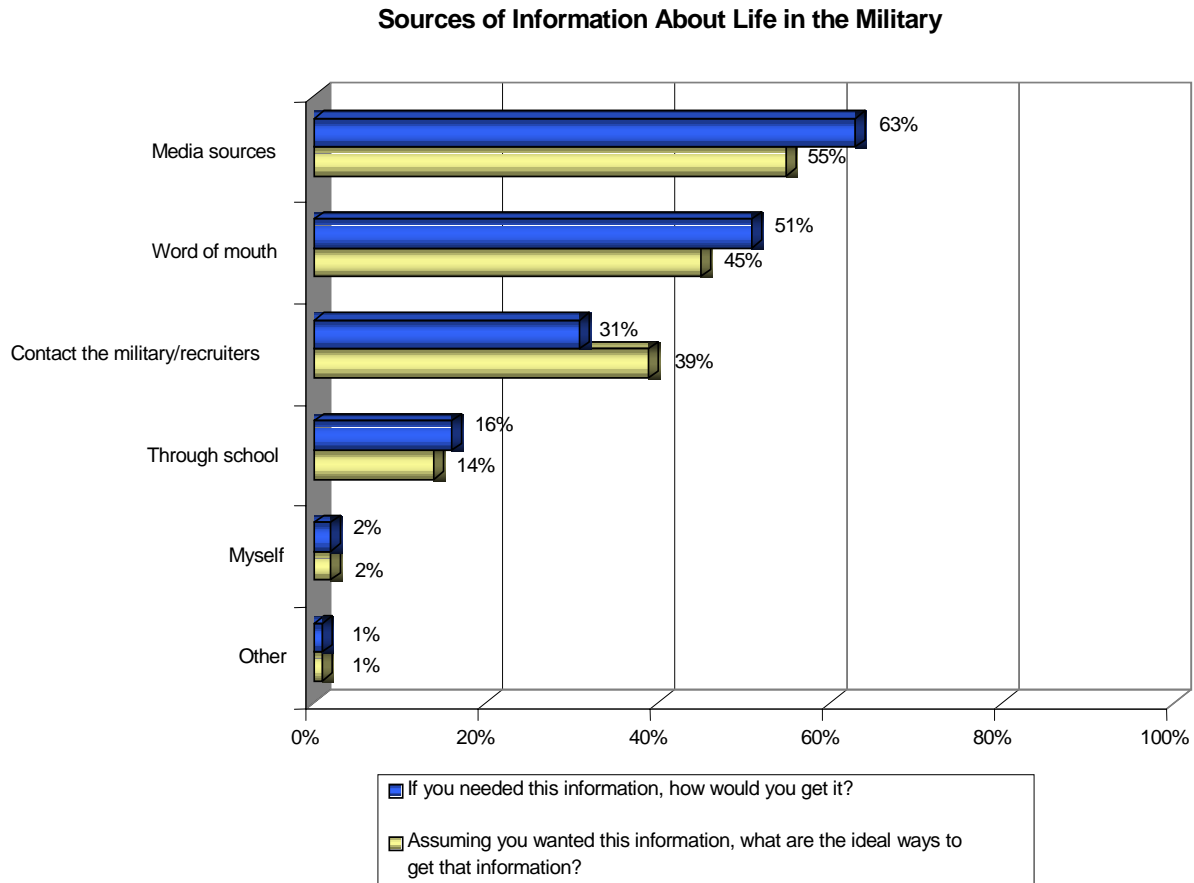
Among media sources, the Internet (51%) is the main source of information about life in the military, followed by print media (18%) and television (5%). When asked how they would ideally obtain this information, the rankings remained the same with the Internet the most frequently selected (40%) followed by printed word (21%) and then television (9%).

Benefits of the Military

To obtain information about the benefits offered by the military, youth were most likely to mention getting their information from media sources (55%), followed by military/recruiters (40%), word of mouth (26%), and through school (13%). When asked how they would obtain this information ideally, the ranking remained the same, with media first (51%), recruiters second (42%), word of mouth third (29%), and through school fourth (11%).

Sources of Information About Benefits Offered by the Military

Legend:
■ If you needed this information, how would you get it?
□ Assuming you wanted this information, what are the ideal ways to get that information?
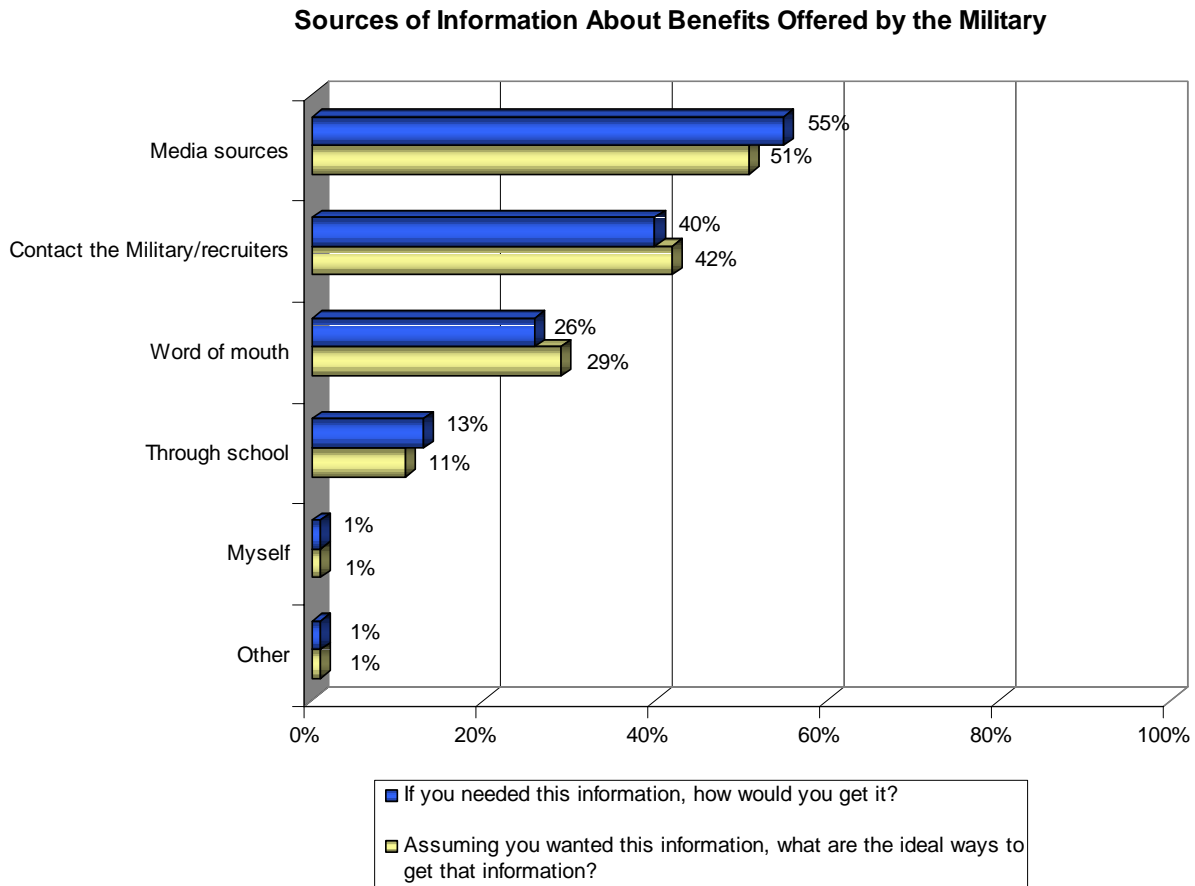
The Internet (48%) is the most common information source about military benefits among media sources, followed by print media (12%) and television (3%). Similarly, when asked the ideal method to obtain information about military benefits, 39% said they would use the Internet, 18% print media, and six percent television.

Trustworthiness of Information Sources

On a five point scale (1-don't trust at all … 5-trust completely) youth were asked to rate the amount of trust they have in the various sources of information about post-high school options. Results show that youth trust information the most when it comes from other people, as opposed to when it comes from media.

Family members were rated as the most trustworthy (mean of 4.0), followed by military recruiters (3.9), military web sites (3.9) and teachers/guidance counselors/coaches (3.8). Direct mail and the Internet each had a mean score of 3.3. All forms of advertisements were ranked near the bottom of the list in terms of trust.

From the following places that you can get information about post-high school options, how much do you trust the information you get from each person or place?

Source	Mean
Family members	4.0
Military recruiters	3.9
Military web sites	3.9
Teachers, guidance counselors, coaches	3.8
TV news	3.5
Information received by mail	3.3
The Internet	3.3
Friends	3.2
Newspaper articles	3.2
Non-fiction books	3.1
Magazine articles	3.0
Advertisements in the newspaper	2.9
TV commercials	2.8
Radio programs	2.8
Radio commercials	2.7
Advertisements in magazines	2.7
TV entertainment programs	2.4
Fiction books	2.1
Movies	2.1

RECRUITERS

One factor that is critically important in youth's decision to enlist in the military is the youth's interaction with and perception of recruiters. Youth were asked several questions regarding their interaction with recruiters. A slight majority had spoken to recruiters, and while perceptions were somewhat mixed, those who had contact with a recruiter generally reported that this experience made them more likely to join.

Contact with Recruiters
Overall, 59% of respondents had spoken to a recruiter. The Service that youth have had the most contact with is the active duty Army, as 33% of youth reported that they had spoken with an Army recruiter. The active duty Navy (24%), Marine Corps (23%), and Air Force (19%) were not far behind. The Air Force Reserve (5%), Air National Guard (3%), active duty Coast Guard (2%), and

Coast Guard Reserve (2%) were all at the bottom of the list with few youth reporting having had contact with their recruiters.

What Service's recruiter have you ever spoken with?

Service	%
Army - Active Duty	33%
Navy - Active Duty	24%
Marine Corps - Active Duty	23%
Air Force - Active Duty	19%
Army Reserve	18%
Army National Guard	13%
Marine Corps Reserve	9%
Naval Reserve	9%
Air Force Reserve	5%
Air National Guard	3%
Coast Guard - Active Duty	2%
Coast Guard Reserve	2%
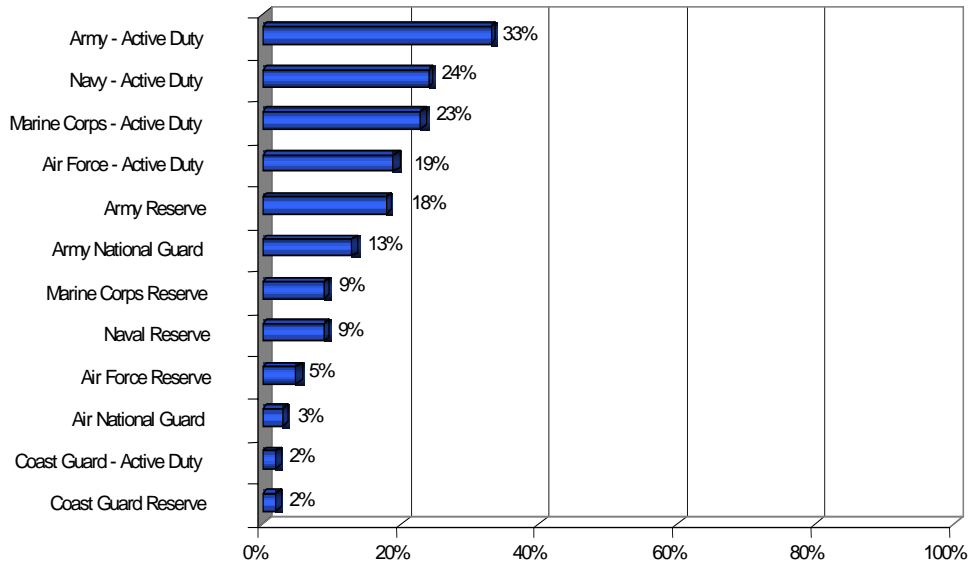
Recruiter Influence
Results indicate that in the majority of cases, having a conversation with a recruiter resulted in increased interest in military service. Fifty percent of youth reported that their interest in military service increased after speaking with a recruiter, while 25% reported the conversation had no effect, and another 25% reported a decrease in interest in the military interest as a result of the conversation.

Did your conversation with the recruiter increase or decrease your interest in military service?

Decrease	Neither Increase or Decrease	Increase
25%	25%	50%
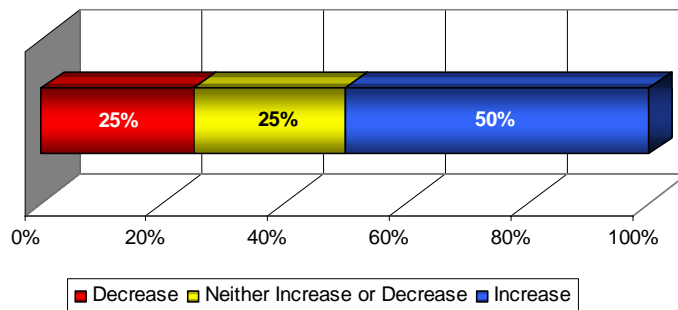
Attitudes toward Recruiters
Youth were read several statements related to perceptions of military recruiters and recruiting tactics and were asked to rate whether they agreed or disagreed with each statement. The results were mixed. Fifty percent of respondents felt that military recruiters use "high pressure" sales

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tactics to get people to join the military. However, sixty-five percent of youth felt military recruiters do care about the well-being of people interested in military service.

In regards to trust, responses were also mixed. While 69% of youth agree with the statement, "the information that military recruiters provide is trustworthy," a sizeable portion (26%) of youth felt that military recruiters do not present a truthful picture of military service. In addition, twenty-seven percent of youth agreed that people entering the military do not get the benefits promised by military recruiters.

Attitudes Concerning Recruiters
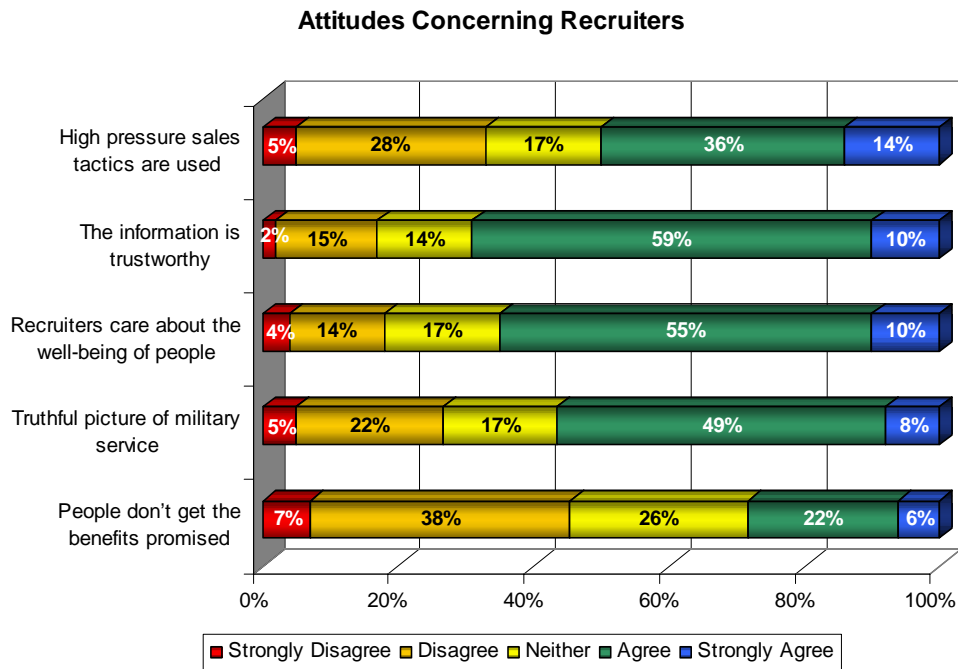
Implications

Recruiters are often the first point of contact for youth interested in joining the military. The opinions youth hold about recruiters is very important to the way in which recruiters' recommendations and statements are received. Increased contact with recruiters seems to be consistent with greater likelihood to join. The perceptions that recruiters use high pressure sales tactics may explain why some youth report that their contact with a recruiter made them less likely to join.

ECONOMIC INDICATORS

In addition to the actual state of the economy, youth's perceptions of the economy and job environment are important factors related to the enlistment decision. For this reason, some questions about youth's perceptions of the job market and opportunities available to them were included in Youth Poll 4. Results showed that youth were generally optimistic about the future job market, and believe military pay is competitive with the civilian job market.

Good Paying Jobs

When asked if individuals are more likely to have a good paying job in the military, in a civilian job or equally in both, the most popular response was "equally in both." Sixty-one percent of youth feel that individuals are just as likely to have a good paying job in the military as they are in the civilian sector, 21% feel that they are more likely to have a good paying job in the military, and 17% feel they are more likely to have a good paying civilian job.

Are individuals more likely to have a good paying job in the military, in a civilian job or equally in both?

Category	Percentage
Military	21%
Civilian Job	17%
Equally in both	61%
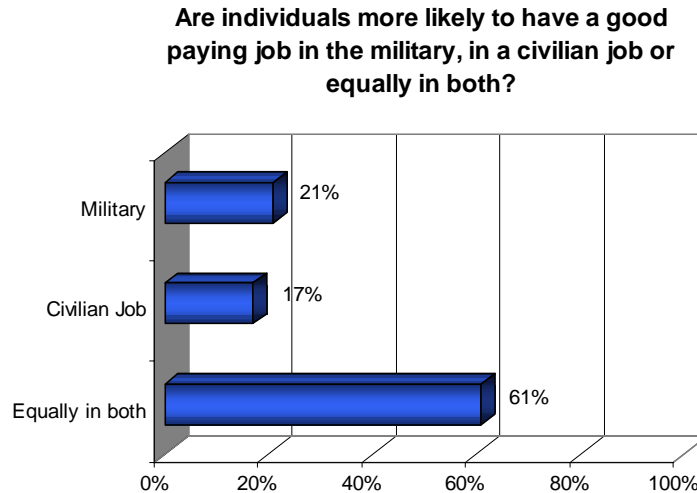
Economic Outlook

Youth's outlook on the economy is optimistic as nearly half feel that it will be better four years from now. This outlook is comparable to what was observed in the general adult population in the Fall 2002 Adult Poll conducted a month earlier.

Four years from now, do you think the economy will be better than, worse than, or about the same as it is today?

Category	Percentage
Better than	42%
Worse than	23%
About the same	34%
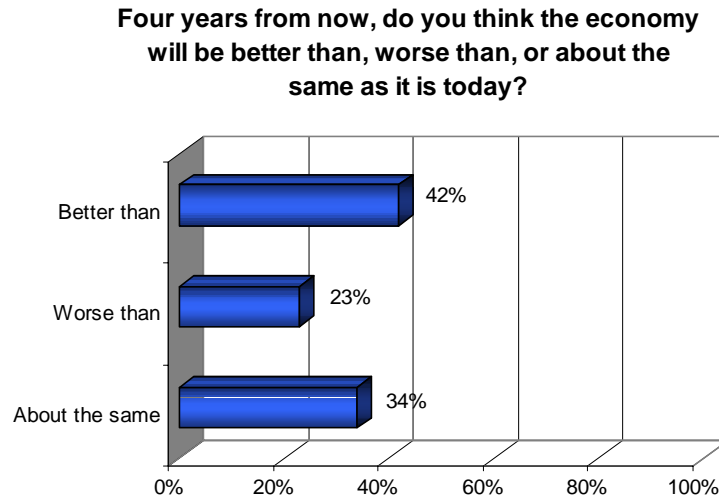
PUBLIC SERVICE

Much has been made of the recent trend toward increased community and civic involvement among youth. As military service is a type of public service, this trend could be relevant to recruiting. A number of questions were included on Youth Poll 4 to determine the nature of youth's attitudes toward public service and whether or not they think of military service when

thinking of ways to contribute to society. Responses indicated that youth generally do not think of military service when they are thinking about ways that they can contribute to society.

Public Service / Civic Service Activities (General)

When asked what kinds of activities come to mind when public service or civic service is mentioned, over half of youth indicated that *volunteering/community work* first comes to mind (56%). These activities included helping communities and people, cleaning communities, general volunteering, educating others, and youth programs. One in five indicated that public safety/security, such as police duty, emergency response units, military duty and judiciary law, came to mind.

What kinds of activities come to mind when public service or civic service is mentioned?

Activity	Percentage
Volunteering/community work	56%
Public safety/security	20%
Helping those less fortunate	15%
Working with the public	15%
Government positions	14%
Helping sick/disabled	13%
Public speaking/media	5%
Other	5%
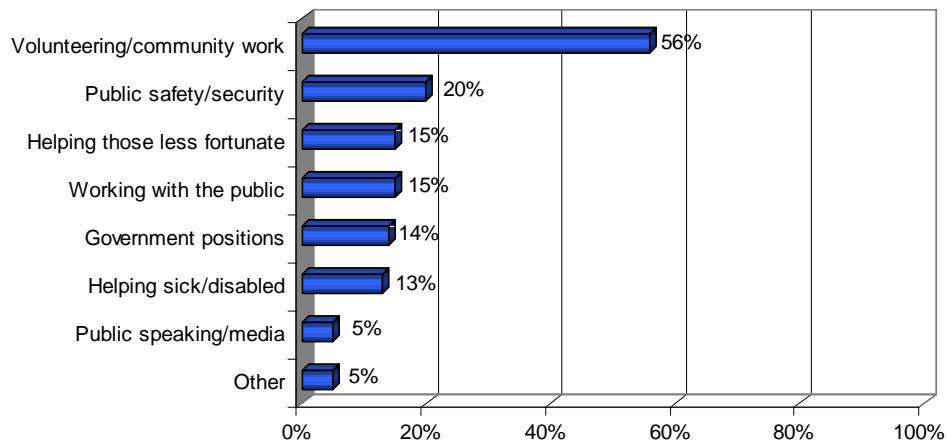
Public Service / Civic Service Activities (Volunteering/Community Work)

The responses that were coded under the general heading *volunteering/community work* were mentioned most when respondents were asked to give activities that came to mind regarding public or civic service. General helping of communities and people was the largest component of this group at 24%. Cleaning up communities (17%) and general volunteering (16%) came in second and third.

What kinds of activities come to mind when public service or civic service is mentioned (volunteering/community work)?

Activity	Percentage
Helping communities/people - general	24%
Cleaning up communities	17%
Volunteering - general	16%
Educating others	8%
Youth programs	7%
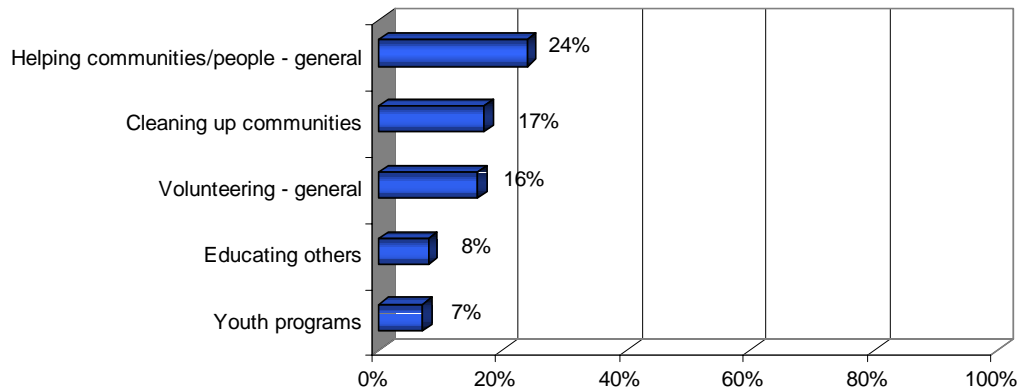
Public Service/ Civic Service Activities (Public Safety/Security)
Police duty was the most often mentioned activity in the public safety/security grouping. Military duty was only mentioned by 5% of youth.

What kinds of activities come to mind when public service or civic service is mentioned (public safety/security)?

Activity	Percentage
Police duty	13%
Emergency response units	10%
Military duty	5%
Judiciary law	3%
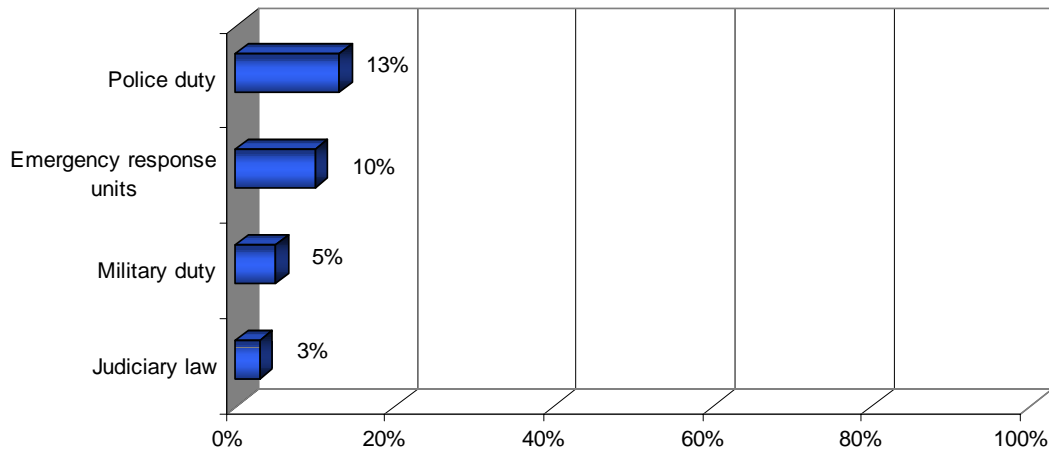
Positive Differences
When asked for their opinion on the best ways that people can make positive differences in society today, over half of youth (52%) again selected *volunteering/community work* (e.g., *helping others, community service, volunteering*). *Setting a high moral standard* was also mentioned by over one-quarter (29%) of youth (e.g. *set an example, try to get along with others, more religion, family values, tell the truth*). Similarly, 23% of youth thought activities aimed at educating or imparting knowledge to others was a behavior that could make a positive difference.

What are the best ways that people, such as yourself, can make positive differences in society today?

Activity	Percentage
Volunteering/community work	52%
Setting a high moral standard	29%
Education/knowledge	23%
Politics/speaking out	20%
Being a good citizen	14%
Working hard	8%
Other	7%

33
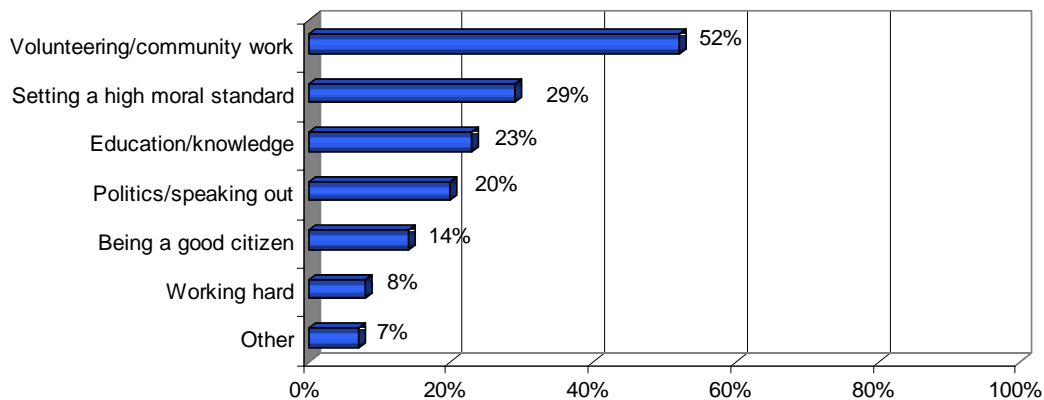
Public/Civic Service Participation

Next, youth were asked how often they, themselves, had participated in or expected to participate in specific public or civic service activities. Nearly three-quarters indicated they had done volunteer work in the last two years (74%), had done something to help care for the hungry or homeless (73%), or had done something to help clean up the environment (73%). Forty-seven percent of American youth expected to spend part of their career in a public service job.[14]

**Specific public or civic service activities
that you participate in**

Activity	Percent
Have done volunteer work in the last two years	74%
Have done something to help care for the hungry or homeless	73%
Have done something to help clean up the environment	73%
Expect to spend part of your career in a public service job	47%
Have done something to help people in other countries	36%
Currently registered to vote	35%
Expect to spend part of your career in non-profit organizations	35%
Expect to spend part of your career in a government job	31%
Have made a purchase decision based on your political beliefs	20%
Have contacted an elected offical about an issue	16%
Voted in the last presidential election	15%

Activities for Youth

When asked if they favor or oppose several suggested school requirements or opportunities, over half of youth reported favorable inclinations for making classes on civics and government a requirement for high school graduation (62%), and offering every young person a chance to do a full year of national or community service to earn money toward college or advanced training (81%). Nearly half of respondents (47%) were opposed to requiring all graduating high school students to complete a certain amount of community service to receive their diploma.

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[14] Reminder: Many respondents were not eligible to vote in the last presidential election.

Activities Suggested for Youth - Your opinion on...

Activity	Strongly Oppose	Oppose	Neither	Favor	Strongly Favor
Requiring all graduating high school students to complete a certain amount of community service to receive their diploma	18%	29%	13%	25%	14%
Making civics and government a requirement for high school graduation	6%	18%	13%	42%	20%
Offering every young person a chance to do a full year of national or community service and earn money toward college or advanced training	3%	7%	9%	48%	33%
Making classes on civics and government a requirement for middle school	9%	27%	19%	34%	11%
Making a year of national or community service a condition for receiving government student loans and grants	9%	22%	20%	36%	13%

■ Strongly Oppose ■ Oppose □ Neither ■ Favor ■ Strongly Favor

Implications

Volunteerism among youth is high, and many expect to spend time in public service. However, youth are not thinking about military service when they consider public service. Their civic activities are instead focused on volunteering in their community. Similarly, when youth want to make a difference in society, military service is not usually part of the equation.

YOUTH ATTITUDES – SUMMARY

This section of the report provides insight into the attitudes of youth toward the military, where and how they receive their impressions and information, and their views on recruiters. The October 2002 Youth Poll also asked youth about the media sources they rely on most to get information about the military and about their attitudes toward public service.

In general, youth have a positive view of the military. The Air Force is viewed most favorably by youth while the Coast Guard is viewed the least favorably. The Marine Corps, Navy, Army, Reserves and National Guard are all clustered in the middle. However, youth do not feel that they have a great deal of knowledge about the military. Only 3% consider themselves to be "extremely knowledgeable" about the military, while 8% consider themselves to be "not at all knowledgeable."

Youth were asked to identify the sources of their impressions about the military (e.g. friends, family, media), and asked to assess the effect these sources have on their view of the military. Over two-thirds of American youth get the majority of their impressions about the military from the media, nearly half get their impressions from friends and acquaintances, and one-third get their impressions from their families. Youth were more likely to report positive impressions from family, friends and acquaintances than from television or reading materials.

Among reading sources, newspapers had the greatest effect on youth impressions; for television, the cable news networks had the greatest impact. Among people, friends of the same generation had the greatest impact.

When youth are looking for information about military benefits or life in the military, they are most likely to rely on media sources. Almost two-thirds (63%) indicated that the media is a means of obtaining information that they use, and 55% indicated that this would be the ideal way to get information about what military life is like. The next most common current and ideal method for gaining this information is word of mouth, followed by direct contact with the military/recruiters, and obtaining information through their school.

Results indicate that talking with a military recruiter is likely to increase youth's interest in military service. Fifty percent of youth reported that their interest in military service increased after speaking with a military recruiter. However, a large segment of the youth population (41%) had never spoken with a recruiter.

About two thirds of youth feel that military recruiters care about the well-being of people interested in military service. However, there are a few areas of possible concern involving the perception of military recruiters and the recruiting tactics they are using. Fifty percent of the respondents felt that military recruiters use high-pressure sales tactics to get people to join the military. This perception of using high pressure tactics may be related to the belief that getting people to join the military is the only concern these recruiters have.

The perception that recruiters use high-pressure tactics may also lead to some mistrust in military recruiters. Over a quarter (26%) of respondents reported that they felt that recruiters did not present a truthful picture of military service. Over a quarter (27%) of youth agreed that people entering the military do not get the benefits promised by military recruiters. Still, 69% of the respondents felt that the information military recruiters provide is "trustworthy."

American youth are open to taking an active role in public service, as nearly three-quarters (74%) have done volunteer work in the last two years. However, few youth currently consider military service when thinking about ways to perform public service or ways to make a difference in society. Youth are open to having opportunities to do community service, but are less amenable to public service requirements.

SECTION IV. THE LINK TO PROPENSITY

This section answers the third research question by examining some factors that affect propensity, including current events, sources of military impressions, knowledge of the military, attitudes and demographics (e.g., race/ethnicity, education, income, etc.).

To understand how these factors affect propensity, three analytic methods were performed:
1. Several poll questions directly asked youth how their opinion on current events and their impressions of the military affects their propensity. The results of these questions provide direct measures on how these factors (current events and military impressions) influence propensity.

2. Statistical analyses were conducted to determine the relationship between youth's attitudes and propensity. Scaled poll questions[15] that measure attitudes or opinions were identified and included in the analysis to determine the strength and nature of their relationship to propensity.

3. Relationships between propensity and various demographic variables were analyzed using cross-tabulations and analysis of variance.

HIGHLIGHTS

- Youth report that the "War on Terrorism" and the likelihood that the majority of U.S. troops will engage in battle over the next four years makes them less likely to join the military (53% and 62% respectively.) Generally, this made propensed youth more likely to join and non-propensed youth less likely.
- For youth who reported getting the majority of their impressions about the military from movies, 27% said movies had a positive effect on their likelihood to join the military, while 18% said movies had a negative effect.
- For youth who reported getting the majority of their impressions about the military from television, 24% said television had a positive effect while 12% said television had a negative effect on their likelihood to join the military.
- For youth who reported getting the majority of their impressions about the military from reading material, 26% said this material had a positive effect while 18% said it had a negative effect on their likelihood to join the military.
- For youth who reported getting the majority of their impressions about the military from other people, 37% reported that these people have had a positive effect and only nine percent said these people have had a negative effect on their likelihood to join the military.
- Significant differences in propensity were found for gender, age, race/ethnicity, education (among those currently enrolled), employment status, and marital status (active duty only). Males have a higher propensity for active duty (29% vs. 15%) and the Reserves (21% males vs. 10% females) than do females. Propensity for active duty and Reserves is lower among White youth (17% active duty/11% Reserves) than Non-White youth, with Hispanic (35% active/25% Reserves) and Other Non-Hispanic[16] youth (30% active/25% Reserves) having the highest propensity.

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[15] Scaled questions must reasonably approximate continuity (e.g., 1-completely agree, 2-mostly agree, 3-neither agree nor disagree, 4-mostly disagree, 5-completely agree). Effects coding was not conducted on categorical predictors and thus categorical predictors were not included in modeling (e.g., 1-better than, 2-worse than, 3-about the same).
[16] 'Other Non-Hispanic' race/ethnic category includes youth who are not White, Black or Hispanic.

CURRENT EVENTS

The October 2002 Youth Poll asked respondents how current events affect their likelihood to join the military.

War on Terrorism and Decrease in Required Service
When youth were asked how the "War on Terrorism" affects their decision to join the military, over half (53%) reported that the war makes them less likely to join. Interestingly, 37% were more likely to join, while only 10% reported that the "War on Terrorism" does not change their likelihood of joining the military.

Does the current situation related to the "War on Terrorism" make you more likely or less likely to join the military?
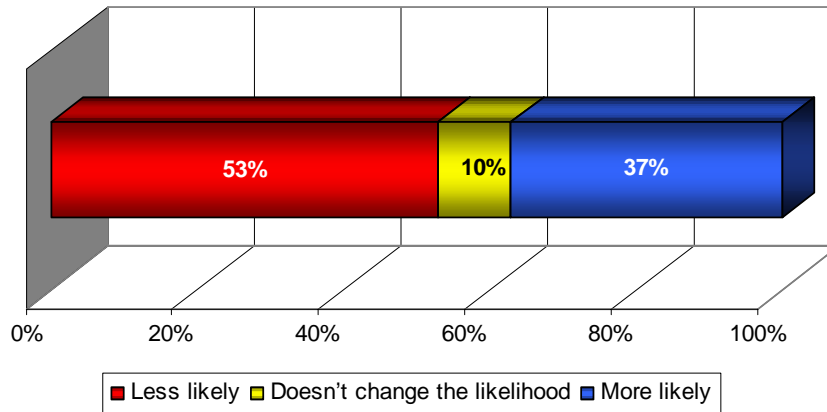
To help understand the nature of this division, a closer look at how composite propensity for active duty affects youth's reaction is helpful. A clear relationship existed between one's propensity and their response to the "War on Terrorism". For those who were propensed for military service, 67% said that this situation made them more likely to serve. For those who were not propensed, only 28% said this situation made them more likely to serve. It seems that the "War on Terrorism" served as a polarizing force concerning youth's desire to join military service.

Likelihood that the U.S. will Engage in Battle in the Next 4 Years
Eight out of 10 youth (82%) believed that it was likely or very likely that the U.S. would have a majority of its troops engaged in battle in the next four years. This possibility of battle made youth, on average, less likely to join the military. Only 29% of these youth said they would be more likely to join the military, while 62% said the threat of battle makes them less likely.

How likely do you think it is that the U.S. will have the majority of its military troops engaged in battle in the next four years?

| 3% | 13% | 47% | 35% |
| 1% | | | |

0% 20% 40% 60% 80% 100%

■ Very unlikely ■ Unlikely ■ Neither likely nor unlikely ■ Likely ■ Very likely
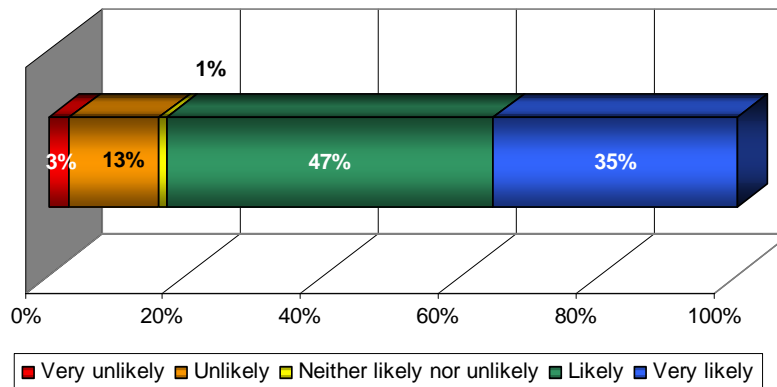
A closer look into the data reveals that the anticipated likelihood of large-scale military engagement makes little difference in the total proportion of youth motivated to join. Of those who felt that engaging in battle was likely in the next four years, 30% were more likely to join the military, essentially the same as those who felt battle was unlikely during the next four years (27%).

Does this make you more or less likely to join military service?

Battle Likley	62%	7%	30%
Battle Unlikely	59%	14%	27%

0% 20% 40% 60% 80% 100%

■ Less likely ■ Doesn't change the likelihood ■ More likely
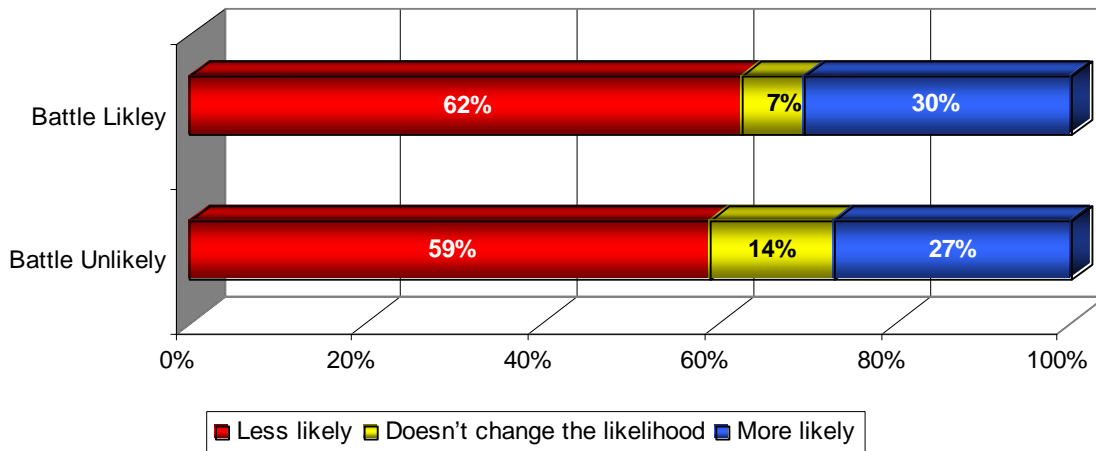
These findings may mask a more fundamental aspect involving youth's feelings of the military. That is, youth who are propensed for military service are more likely to join the military regardless of the chance of large scale troop involvement (approximately 60% in both groups). Youth who are not propensed are less likely to join the military regardless of the chance of large scale troop involvement (approximately 70% in both groups).

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Perceived Opportunities
In addition to the current situation regarding foreign affairs and potential combat, youth's perceptions of the opportunities available to them influences their propensity to join the military. Youth Poll 4 asked youth about their beliefs and perceptions regarding the future of the economy, the job market, and military pay. All three items were found to be significantly related to composite active duty propensity.

Those who said it was more difficult to get a job at their age had higher composite propensity for active duty[17]. Those who said that it was more likely to get a good paying job in the military were also more propensed than those who said a civilian job would pay more[18]. Finally, those who said the economy was going to be better or about the same in 4 years were more likely to be propensed than those who said that the economy was going to be worse[19]. Altogether, this supports the notion that the perceived job market plays an important role in youth's enlistment decisions.

SOURCES OF MILITARY IMPRESSIONS

Youth were asked how their sources of military impressions (e.g. friends, family, and media) affected their likelihood to join the military. The results of this study indicate that impressions from personal contacts have a more positive effect on propensity (37% more likely) than do impressions from television (24% more likely), reading sources (26% more likely), or movies (27% more likely).

Television Affecting Propensity
Of the media types examined in the October 2002 Youth Poll, television had the most positive effect on propensity (24% positive effect, 64% no effect, 12% negative effect).

Do these television programs have an effect on your likelihood to join the military?

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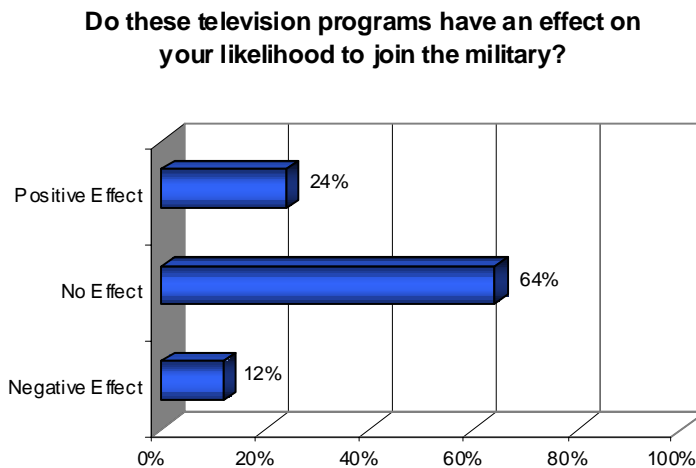
[17] $F_{(4,1997)}=3.558$, $p<.05$.
[18] $F_{(2,1976)}=4.267$, $p<.05$.
[19] $F_{(2,1991)}=11.654$, $p<.05$.

Reading Materials Affecting Propensity

Twenty six percent of youth said their likelihood of joining the military had been affected positively by reading materials, while 62% said reading materials did not have any effect, and 11% indicated that reading materials had a negative effect.

Do these reading materials have an effect on your likelihood to join the military?
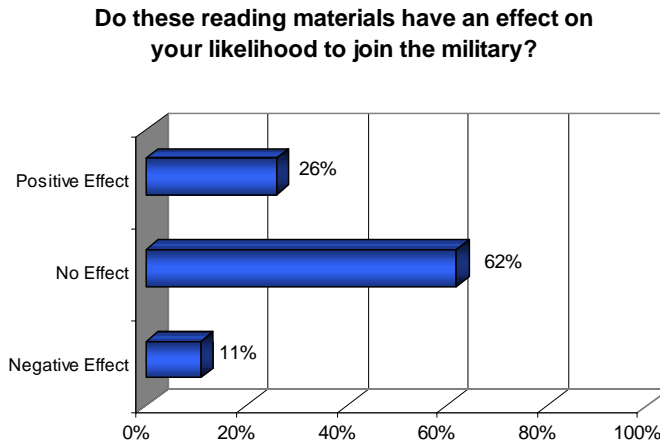
Movies Affecting Propensity

Overall, 27% of youth indicated that movies have a positive effect on their propensity, 56% said movies had no effect, and 18% said movies had a negative effect.

Did these movies have an effect on your likelihood to join the military?
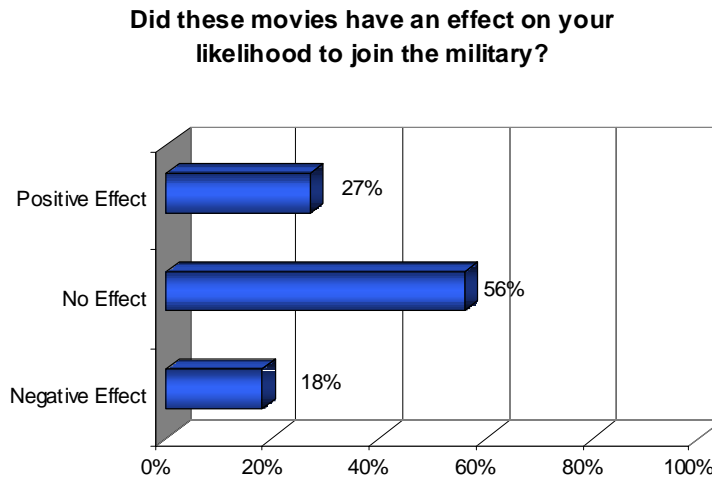
People Affecting Propensity

Thirty seven percent of youth reported that their likelihood of joining the military had been affected positively by some individual in their life (family member/friend/acquaintance). At the same time, 53% indicated that people do not have an effect, and nine percent reported that other people have had a negative effect.

What effect did this individual have on your likelihood to join the military?
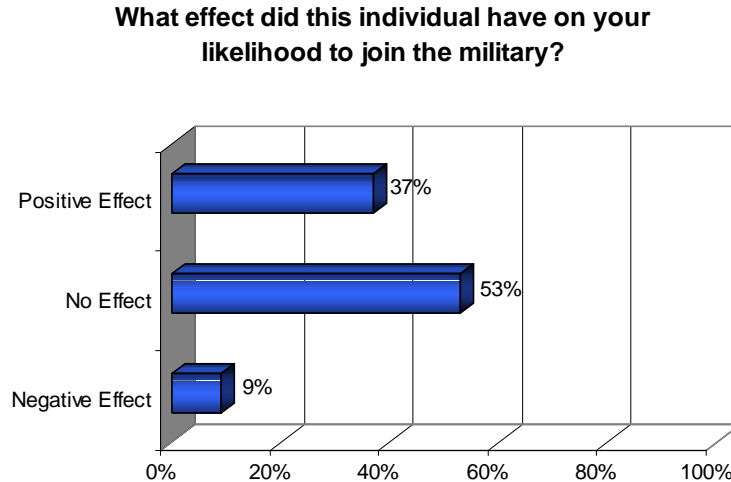
## YOUTH ATTITUDES

In addition to the questions that asked directly how certain issues influence youth's likelihood to join the military, other poll questions were examined to determine their relationship to the two primary outcome measures:

- *Composite Propensity - Active Duty*
- *Composite Propensity - Reserves*

Scaled poll questions that measure youth's attitudes were identified and included in the analysis. The poll questions that met these criteria were concerned with youth's favorability and knowledge of the military, and opinions of military recruiters and their tactics:

10-point scale:
- *Rate your <u>favorability</u> of the U.S. military (active duty) (1-very unfavorable…10-very favorable)*
- *Rate your <u>favorability</u> of the U.S. military (Reserves) (1-very unfavorable…10-very favorable)*
- *Rate your <u>knowledge</u> of the U.S. military (1-not at all knowledgeable…10-extremely knowledgeable)*

5-point agree scale: (5-point scale: 1-completely agree…5-completely disagree)
- *Military recruiters usually present a truthful picture of military service*
- *The information that military recruiters provide is trustworthy*
- *People entering the military often don't get the benefits promised by military recruiters*
- *Military recruiters use "high pressure" sales tactics to get people to join the military*
- *Military recruiters care about the well-being of people interested in military service*

Analysis of these poll questions reveals that there is a significant link between all eight attitudinal questions and youth's likelihood to join the military. The poll question asking youth to rate how knowledgeable they are about the military shows the strongest link to the propensity to join active duty. The poll question asking youth to rate the trustworthiness of the information provided by recruiters shows the strongest link to the propensity to join the Reserves.

Of the eight items examined in this analysis, the items with the weakest link to the two propensity measures are *Military recruiters care about the well-being of people interested in the military* and *People entering military often don't get benefits promised by recruiters*.

**Ranking of Scaled, Attitudinal Poll Questions by Strength of Relationship with
Composite Propensity – Active Duty, Reserves (correlation coefficients)[20]**

Composite Propensity- Active Duty	Composite Propensity- Reserves
Knowledgeable about US Military (.192)**	The information that recruiters provide is trustworthy (.175)**
Favorability toward US Military (.188)**	Recruiters present a truthful picture of military service (.156)**
Recruiters present a truthful picture of military service (.173)**	Favorability toward Reserves (.156)**
The information that recruiters provide is trustworthy (.156)**	Knowledgeable about US Military (.152)**
Recruiters use "high pressure" sales tactics (-.150)**	Recruiters use "high pressure" sales tactics (-.145)**
Recruiters care about the well-being of people interested in the military (.135)**	Favorability toward US Military (.142)**
Favorability toward Reserves (.024)	Recruiters care about the well-being of people interested in the military (.136)**
People entering military often don't get benefits promised by recruiters (-.051)*	People entering military often don't get benefits promised by recruiters (-.063)**

**Significant at the 0.01-level.
*Significant at the 0.05-level

Recruiters
The items related to recruiters have a significant relationship with propensity. The items, *Military recruiters usually present a truthful picture of military service*, *The information that military recruiters provide is trustworthy*, and *Military recruiters care about the well-being of people interested in military service* are positively correlated with propensity to join either active duty or the Reserves. The items, *Military recruiters use high-pressure sales tactics to get people to join the military* and *People entering the military often do not get the benefits promised by military recruiters* correlate negatively with both of the outcome measures.

Recruiters are an important early contact for youth interested in the military. The initial impression and interest a young person shows in the military is likely to be substantially impacted, for better or worse, by the conversations they have with a military recruiter. It is therefore imperative that military recruiters are perceived as caring and trustworthy representatives and not as salesmen doing whatever it takes to 'make the sale'.

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[20] *Note:* Due to the scaling of items, some of the scaled attitudinal poll questions had negative correlation coefficients. The direction of the correlation coefficients were changed so that positive values reflected a positive relationship and negative values reflected an negative relationship.

DEMOGRAPHICS

To this point, analysis has demonstrated relationships between current events, sources of impressions, favorability, knowledge and propensity to join a military Service. One additional area, demographics, was also analyzed to investigate possible links to adults' likelihood to recommend.

Results of the October 2002 Youth Poll suggest that differences between key demographic segments exist. Thirty-four demographic segments were analyzed and detailed results are presented in the tables found on the next page.

Demographic Differences

Composite propensity and composite Reserve propensity for military service were examined across the different categories of age, gender, race, marital status, employment status, and education status.[21] Analysis of variance found that significant differences for both by age group, gender, employment status, and education (for those currently enrolled). Significant differences were also found for composite active propensity by marital status.

As in the past, males are more propensed for military service than females, and youth become less propensed for both active and Reserve duty as they get older. Whites were less likely to be propensed than any other race/ethic grouping for both types of service. In addition, African Americans reported being less likely to join than Hispanics (See Appendix B for more detail.)

Youth who are unemployed are more likely to be propensed for active or Reserve duty than are those who are working. No significant differences in propensity were detected based on the number of hours worked for those who do work.

Marital status is related to propensity for composite active propensity, but not to composite Reserve propensity. Specifically, youth who are married are less likely to be propensed for active duty than those who are separated or those who have never been married.

The relationship between education and propensity is a complex one. For those who are <u>not</u> currently enrolled, the propensity for active and Reserve duty across different levels of education are not significantly different. However, for those who were in school at the time of the poll, being in less advanced programs was associated with higher composite propensity and composite Reserve propensity.

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[21] Results from the statistical tests can be found in Appendix B.

Propensity by Demographics[22]

Demographic	Composite Active Duty	Composite Reserve
Age Group*		
15-16 (n=574)	31%	21%
17-18 (n=566)	22%	14%
19-21 (n=863)	16%	12%
Gender*		
Male (n=988)	29%	21%
Female (n=1014)	15%	10%
Race*		
White, non-Hispanic (n=1300)	17%	11%
African-American, non-Hispanic (n=292)	26%	21%
Hispanic (n=303)	35%	25%
Other, non-Hispanic (n=107)	30%	25%
Marital Status*		
Single and never have been married (n=1897)	22%	15%
Widowed (n=2)	0%	0%
Separated (n=7)	40%	0%
Divorced (n=7)	32%	32%
Married (n=70)	8%	15%
Something else (n=3)	20%	20%
Engaged (n=13)	28%	4%
Employment Status*		
Employed: Full-time/Part-time (n=968)	20%	13%
Unemployed (n=1033)	24%	17%
Hours work per week		
1-10 hours (n=84)	16%	13%
10-24 hours (n=360)	22%	12%
25-34 hours (n=196)	23%	13%
35+ hours (n=321)	15%	15%
Education (currently enrolled)*		
Less than high school (n=29)	26%	18%
High school (n=962)	28%	19%
College (n=436)	10%	10%
Graduate school (n=9)	8%	8%
Community college (n=57)	24%	11%
Vocational school (n=32)	25%	12%
Education (highest level completed – not currently enrolled)		
Less than high school (n=22)	22%	16%
High school (n=387)	20%	16%
College (n=46)	11%	7%
Graduate school (n=5)	0%	0%
Community college (n=5)	0%	26%
Vocational school (n=7)	0%	0%

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[22] *Differences between groups significant at 0.05 level based on analysis of variance for Composite Active Propensity only.
***Differences between groups significant at 0.05 level based on analysis of variance for both Composite Active Propensity and Composite Reserve Propensity. Results of ANOVA are in Appendix B.

THE LINK TO PROPENSITY – SUMMARY

This section of the report examines current events, sources of military impressions, youth's attitudes toward the military, and demographics in order to gain a better understanding of their relationship with propensity.

Analysis of the October 2002 Youth Poll data reveals the effects that current events and sources of military impressions have on propensity. The results show that the majority of youth (53%) were less likely to join the military as a result of the actions involving the war on terrorism, but that overall these events had a polarizing effect on youth intentions.

The perceived job market also had an effect on propensity, as those youth who saw the job market outside the military in a more optimistic light relative to the military were less likely to be propensed for military service.

The sources of military impressions also have an effect on propensity. Impressions from personal contacts have a more positive effect on propensity than do impressions from television shows, reading materials, or movies.

Statistical analyses also revealed a significant link between several youth attitudes and propensity to join the military. The trust that youth have in the information provided by recruiters has the strongest relationship with propensity to join the Reserves, while youth's self-reported knowledge of the military shows the strongest relationship with propensity to join active duty.

Analysis across demographic variables revealed that significant differences exist for both composite active propensity and composite Reserve propensity across age groups, gender, employment status, and education (for those currently enrolled). Significant differences were also found for composite active propensity by marital status.

SECTION V. SUMMARY AND RECOMMMENDATIONS

The October 2002 Youth Poll marks the fourth wave of the new DoD Youth Polling effort. The results from this poll provide insight into the youth population by answering three primary research questions.

SUMMARY

What is the propensity of youth to enlist in the military?
When asked to think about their plans after finishing school or in the next few years, most youth think of continuing their education or getting a job rather than military service; only five percent of youth mention military service.

The composite active duty propensity of youth is 22%, while composite Reserve propensity of youth is 15%. These numbers are lower than the high figures observed in October 2001, with males showing the greater decline.

With regard to youth's likelihood to serve in the individual military branches, youth's propensity is very similar, with no one service being significantly different from the others - 11% are likely to join the Air Force, 10% the Army, 9% the Marine Corps, and 8% the Navy. Seven percent have a positive propensity toward serving in the National Guard.

While only five percent of youth mention military service (unaided) as what they plan to do after high school, the majority of youth report that they have given the military at least some consideration in the decision making process. Fifty percent of youth report that they had given the military some consideration before taking the poll, while 20% have given the military serious consideration.

What are youth's attitudes toward the military?
Youth have a positive view of the military overall and have a positive view of each of the military Services and components. Of the specific military branches, the Air Force is viewed most favorably by youth while the Coast Guard is viewed the least favorably. The Marine Corps, Navy, Army, Reserves and National Guard are in the middle.

This positive regard may result more from blind optimism than a feeling based on any strong understanding. In general, youth do not feel that they have a great deal of knowledge about the military. Only 3% consider themselves to be "extremely knowledgeable," while at the other extreme 8% believe that they are "not at all knowledgeable."

Over two-thirds of youth reported that the media was a major source of their impressions. Over half also reported that friends and acquaintances were a major source of impressions and approximately one-third reported that family was a main source of their impressions of the military.

Youth also reported that media sources are the most common method for obtaining information about life in the military and the benefits the military offers. Almost two-thirds indicated that the media is the means they currently use when they need information about the military. In terms of delivering specific information to youth about the military in the future, the media appears to be

the correct choice as over half of youth reported that for specific information, media sources such as the Internet or television are the ideal channels.

It is apparent that speaking with a military recruiter is related to youth's interest in military service. Fifty percent of youth reported that their interest in military service increased after speaking with a military recruiter. However, 41% of youth had never spoken with a recruiter. An area of concern relates to the perception of military recruiters and the recruiting tactics they are using. Half of American youth feel that military recruiters use "high pressure" sales tactics to get people to join the military. This perception of military recruiters as pushy salesman may result in some youth being unwilling to talk to military recruiters and youth feeling that military recruiters do not care about their well-being or future.

The perception that recruiters use high-pressure tactics may also lead to a lack of trust. Over a quarter of youth do not feel that recruiters present a truthful picture of military service. Just over two-thirds of youth feel that the information military recruiters provide is "trustworthy" and 27% of youth feel that people entering the military do not get the benefits promised by military recruiters.

American youth seem fairly open to taking an active role in public service, as most have done volunteer work in the last two years. However, military recruiting does not benefit from this public service sentiment as youth tend not to think of military duty when they think of public service.

What factors have the greatest impact on a youth's propensity to join the military?
Current events and sources of military impressions appear to influence propensity. The results of the October 2002 Youth Poll show that youth overall were less likely to join the military as a result of the "War on Terrorism." The results also indicated that personal contacts have a more positive effect on propensity than does television, reading sources, or movies.

Statistical analyses of youth's attitudes reveal a significant link between these attitudes and propensity. The perception that recruiters provide trustworthy information was related most strongly to propensity to join the Reserves, while self-reported military knowledge had the strongest relationship with propensity to join one of the active duty Services.

Significant differences for propensity (active duty and Reserves) were found by age group, gender, race/ethnicity, employment status, and education (for those currently enrolled). Significant differences were also found for active duty propensity by marital status.

RECOMMENDATIONS

American youth today have many options that challenge DoD's efforts to meet its recruiting goals. Recognizing the choices today's youth have, the DoD must continue to enhance efforts to capture the mind-share of youth and promote itself as a viable alternative after high school or college. The results of the October 2002 Youth Poll have identified several strategies that may help in these initiatives.

Strategy: Educate and engage youth through the Internet
A majority of today's youth obtain their information through the Internet. Interactive games and websites that engage youth and educate them about the opportunities available in the military should be promoted.

Strategy: Have recruiters continue to be proactive in attracting youth
The results of the October 2002 Youth Poll emphasize the importance recruiters have in affecting propensity. Youth who have spoken to a recruiter have a higher knowledge rating and a higher propensity than those who have not spoken with a recruiter. While youth may initially go to the Internet to locate information, they also report that they would be interested in receiving this information from personal contact and word-of-mouth. Often a recruiter may be the first person that a youth talks to about the military. Any initial interest that a young person might show in the military will likely be substantially impacted, for better or worse, by this first conversation. It is therefore important that military recruiters are perceived as caring and truthful representatives and not as salesmen doing whatever it takes to make another sale. Since youth have the most trust in family members, recruiters should work to develop tactics that involve parents, grandparents, and siblings of youth in their efforts.

Strategy: Increase general knowledge of the military and its connection to public service.
Understanding that knowledge is important, the DoD must develop initiatives that increase youth's knowledge of the military. Included in these initiatives should be an effort to increase the association between military service and making a positive difference in society.

These activities must focus on the channels of information youth trust (i.e., family members, military websites, military recruiters) and use now. The results indicate that not only would youth ideally prefer go to other people to obtain information on military life and benefits, but also that other people (especially family members) gave the most positive impressions of the military and are most trusted sources of information. Of the media, the Internet is utilized most to gain information; television commercials and entertainment programs were among the least trusted sources of information and probably do not represent a meaningful outlet for education purposes.

As efforts to increase knowledge of the military are concentrated through these channels, a clear, consistent message must be delivered to avoid confusion and promote greater understanding of the military.

Appendix A
Data Collection Procedures and Sampling

FALL 2002 YOUTH POLL

PREPARED FOR JOINT ADVERTISING, MARKET RESEARCH AND STUDIES

JANUARY 2, 2003

02-8171

Prepared by Wirthlin Worldwide

Joint Advertising, Market Research and Studies
Defense Human Resources Activity
Contract #: DASW01-02-D-0002

The views, opinions and findings contained in this report are those of the author and should not be construed as an official agency position, policy or decision, unless so designated by other official documentation.

Project Overview

This research poll marks the Department of Defense's (DoD) fourth poll conducted among recruit-aged youth. The purpose underlying the research was to expand the Department's understanding of this critical market, specifically, their attitudes about the military and their likelihood to join the military. The audience profiled in this survey included youth between the ages of 15 and 21.

A total of 2,003 interviews were conducted through computer-assisted telephone interviews (CATI) during the period of October 15 to November 17, 2002. The interview averaged 24 minutes in length. Final data included in this poll were weighted by age and race/ethnicity to reflect this population.

Technical Details

Design Requirements

The youth poll sampling frame is defined as those persons residing in the 50 states and the District of Columbia who are between the ages of 15 and 21, who had never served in the military and are not enrolled in any postsecondary Reserve Officer's Training Corps (ROTC) programs.

Sample Design

For the implementation of the youth poll, the sample was purchased from Survey Sampling, Inc.® (SSI)[23]. Following is a description of the rationale for choosing a random digit dialing (RDD) methodology, the creation of the RDD database, the sample stratification and sample selection.

There are an estimated 96.7 million telephone households in the USA. To represent all households in a sample is a challenge due to two main factors: unlisted by choice and unlisted by circumstance (mobility). Approximately 30% of telephone households in the U.S. have unlisted numbers. Each year, about 20% of American households move, so that 12 to 15 percent of the residential numbers in a typical directory are disconnected. Samples drawn entirely from directories, and "plus-one" techniques based on directory seed numbers often significantly under-represent unlisted households. To overcome these barriers to obtaining representative random samples, a random digit dialing (RDD) methodology is required.

Creation of the Random Digit Database

SSI started with a database of all directory-listed households in the USA. Using area code and exchange data regularly obtained from Telcordia and additional databases, this file of directory-listed telephone numbers was subjected to an extensive cleaning and validation process to ensure that all exchanges are currently valid, assigned to the correct area code, and fall within an appropriate set of ZIP Codes[24]. SSI updates its database at approximately six-week intervals.

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[23] Survey Sampling, Inc. gives a detailed description of their sampling products in "Random Digit Dial Telephone Sampling Methodology." This paper has been supplied to JAMRS.

[24] See Chapter 5 of "Random Digit Dial Telephone Sampling Methodology" Survey Sampling, Inc., 1998 for details on data validation and resolution.

Each exchange was assigned to a single county. Nationally, about 72 percent of all exchanges appeared to fall totally within single county boundaries. For those overlapping county and/or state lines, the exchanges were assigned to the county of plurality, or the county with the highest number of listed residents within the exchange. This assignment ensured known probabilities of selection for all telephone numbers.

Most SSI samples are generated using a database of "working blocks." A block (also known as a 100-bank or a bank) is a set of 100 contiguous numbers identified by the first two digits of the last four digits of a telephone number. For example, in the telephone number 255-4200, "42" is the block. A block is termed to be working if one or more listed telephone numbers are found in that block.

Sample Stratification

All SSI samples are generated using stratified sampling procedures. Stratified sampling divides the population of sampling units into sub-populations called strata. A separate sample is then selected from the sampling units in each stratum. SSI stratifies its database by county.

Prior to sample selection, the sample was allocated proportionally across all strata in the defined geography using one of several "measure of size" (MOS) frame adjustment options. These alternative frames may be used to overcome the imperfect nature of the list from which the sample is drawn. SSI offers the following five different measurement of size (MOS) stratification frames for its random digit samples

- Estimated telephone households
- Total households
- Total population
- Active blocks
- Other user-defined

"Total active blocks" is the recommended frame for apportioning the Random A sample selected for this study. This MOS weight represents all frame units rather than an estimate of target population and may be used to produce epsem samples. Counts of active blocks (blocks with one or more listed telephone numbers) in each exchange are updated with each database update. The number of active blocks in an exchange is multiplied by 100 (the number of possible 10-digit telephone numbers in a block or bank) to calculate the total number of possible telephone numbers. The sample was allocated in proportion to each country's share of possible 10-digit telephone numbers.

After a geographic area was defined as a combination of counties, the total number of frame elements in the study area was calculated by summing country level values. This total frame size is then divided by the total sample size to produce a sampling interval. This process effectively divides all elements of the frame into equal sized segments.

The counties were ordered by alphabetical state and county within state. A random number between zero and one was generated and multiplied by the sampling interval to calculate a random starting point between one and the sampling interval. A cumulative count of elements was calculated. At the point at which the accumulation reached the random starting point, a specific

county was selected and the next sampling point was one interval away. Accumulation continued in this fashion until the entire sample had been apportioned.

Sample Selection

After the sample was allocated, two methods of systematic sample selection were available. Using a Random A methodology, the list frame is all possible 10-digit telephone numbers in working blocks with one or more listed telephone numbers. From this frame, telephone numbers serving the sample area are selected with equal probability. Using a Random B methodology, telephone numbers serving the sample area are selected with probability equal to the number of listed telephone numbers in each working block. Banks with no listed numbers have zero probability of selection in both methodologies. Systematic sampling significantly reduces the probabilities of duplicate numbers being selected for a sample. If the sampling interval is less than 100 more than one random number will be selected from a block.

Random A samples were used because they are samples with better efficiency than epsem samples. The counts of telephones within each working block (a block with one or more listed telephone numbers) were then examined to decide which should be included in the sample and which should be discarded. The industry standard is to eliminate working blocks with less than three known numbers out of the 100 possible. Those blocks with only one listed telephone numbers were excluded so dialing would be more efficient and coverage would be marginally greater.[25]

SSI offers the option of protecting selected Random A samples against reuse. In tracking surveys, the practical consideration of not calling the same sample in subsequent time frames is a benefit that may be viewed to outweigh the potential bias of not replacing numbers. Virtually every SSI Random A sample was marked on the database to protect against reuse for a period of nine months. The SSI Protection System was designed to reduce the chance of selecting the same number for multiple projects or multiple waves of a single project conducted by a single research firm or by competing research firms.

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[25] Approximately 2.5 million blocks are identified as working (having one or more listed numbers). By raising the minimum acceptable block size from 1 to 3 (SSI's default) or more, further gains in efficiency can be achieved with only minimal reduction in coverage. Blocks with 1-2 listed numbers represent only 5.9% of all working blocks and only 0.3% of all listed telephone households. These listed numbers are far more likely to be keypunch errors or White Page business listings than the only listed number in a given block. SSI uses a default minimum block size of 3 listed numbers, but this minimum may be adjusted up or down based on the user's specifications. Users can even sample from blocks with zero listed numbers, but efficiency may fall as low as 16%. Further, You can expect to get a 65% working phones rate with a Random B sample, and a 55% rate with Random A and as low as 30% with an epsem sample.

<u>Interviewing Hours</u>

Interviews were conducted from October 15 to November 17, 2002 during the evening and weekend hours for the time zone in which the respondent lived. Specifically, interviews were conducted from 4 pm through 9 pm respondent time Sunday through Friday, and 10 am through 6 pm on Saturdays. The fieldwork took place from the Wirthlin Worldwide telephone centers located in Orem, Utah and Grand Rapids, Michigan.

<u>Sample Geography</u>

Interviews were conducted in all 50 states plus the District of Columbia.

<u>Handling of Business and Cellular Phone Numbers</u>

On average, an RDD sample will contain 15 to 18 percent business and cellular phone numbers. Approximately half of these numbers can be identified using SSI's Business and Cellular Number Purge options. SSI maintains a database of over 11 million business and cellular telephone numbers, compiled from Yellow Page directories and other special directories. Once a 10-digit telephone number was selected for a sample the status of the number generated was compared to SSI's list of known business and cellular numbers.

<u>Replicates</u>

For this poll, the sample was identified and released in replicates (representative stand-alone mini-samples that are representative of the entire sample). When using a replicate system, the interviewers did not need to dial the entire sample as each replicate was representative of the entire sample. All replicates loaded were closed out and dialed until exhausted. Sample records was considered "exhausted" once it had obtained a final disposition, such as disconnected, complete, or refusal, or after three calls were made. So there would not be "extra" interviews, the sizes of the replicates were reduced as the interview period drew to a close.

<u>Quotas and Thresholds</u>

Because of the speed at which polls are conducted and the rate at which surveys are completed, it is often necessary to set quotas, or the minimum number of completed for each area. This ensures a representative sample is obtained. Therefore, soft quotas, or a target for the minimum number of surveys to be complete, were placed on each region. The following "guides" for each region were set in place:

New England (4.95%)   Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont

Mid-Atlantic (17.10%)   Delaware, DC, Maryland, New Jersey, New York, Pennsylvania, West Virginia

Great Lakes (17.79%)   Illinois, Indiana, Michigan, Minnesota, Ohio, Wisconsin

Farm Belt (5.09%)   Iowa, Kansas, Missouri, Nebraska, North Dakota, South Dakota

Outer South (23.15%)   Florida, Kentucky, North Carolina, Oklahoma, Tennessee, Texas, Virginia

Deep South (9.46%)   Alabama, Arkansas, Georgia, Louisiana, Mississippi, South Carolina

Mountain (6.46%)   Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming

Pacific (16.00%)   California, Oregon, Washington, Hawaii and Alaska

Additionally, soft quotas were placed on gender and race/ethnicity to approximate the most recent Census levels. The following questions were used to determine ethnicity and race:

Ethnicity   Do you consider yourself to be of Hispanic, Latino or Spanish origin? (1) Yes, Mexican, Mexican American, Chicano, Puerto Rican, Cuban, or other Spanish/Hispanic/Latino origin or (2) No

Race: I'm going to read a list of racial categories. Please select one or more to describe your race. Are you (1) White, (2) Black or African-American, (3) American Indian or Alaskan Native, (4) Asian (e.g., Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese), (5) Native Hawaiian or Other Pacific Islander (e.g., Samoan, Guamanian or Chamorro) or (6) Other HISPANIC ONLY (Mexican, Mexican American, Chicano, Puerto Rican, Cuban, or other Spanish/Hispanic/Latino origin.)

Survey Implementation

Screening

Each household was screened for youth who met the following criteria:

- Was at least 15 years old, and less than 22 years old
- Had never served in the US Armed Forces and was not, at the time of the interview accepted for such Service (Service includes the active and Reserve components of the US Army, Navy, Air Force, Marine Corps, and Coast Guard
- Was not enrolled in postsecondary reserve officer's training corps (ROTC) programs

If there were individuals in the household that met the criteria but were away at college (living in a dormitory, fraternity house or student housing), their telephone number and name was requested.

Polling identifies all eligible respondents in the household and resolves the selection on the initial screen call. If there was more than one person in the household who met those criteria, the respondent in the household between the ages of 15 and 21 with the most recent birthday prior to the interview date was selected. If that individual was away at college (living in a dormitory, fraternity house or temporary housing) his/her telephone number and name was requested and placed in the callback queue. There was no *within household* substitution of the designated respondent, even if the designated respondent did not qualify for the interview (e.g., is currently in the military, etc.).

Callback Procedure

One initial call and a maximum of nine callbacks were allowed. If a household was not reached after ten calls, another randomly selected household was substituted.

Refusal Conversion

An active program of refusal conversion was used. All initial refusals were put into a queue to be worked by a group of interviewer specialists, trained and experienced in refusal conversion. Up to an additional three call backs, conducted at different times and days, were made. If a household was not reached after three calls or if a second refusal occurred, a "hard" refusal was recorded on the final disposition.

Sample Yields

Business	18400
Fax/Cell/Pager	10688
Bad phone number	38630
Final No Answer	30277
Final Answering Machine	12571
Privacy Manager	6289
Noneligible Units	**116855**
Ineligible Age	48351
Ineligible Gender / Refused	316
Ineligible College Referral Number / Refused	202
Ineligible DEP, ROTC, Service Academy	126
Language	3519
Other Noneligible	24
Over Gender Quota	119
Noneligible Respondents	**52657**
Complete	2004
Interviews	**2004**
Final Busy	1939
Designated Respondent Unavailable	10068
No Contact	**12007**
Indefinite Callback	1418
Definite Callback	81
Qualified Terminate	439
Interviewer Terminate	731
Partial Interviews	**2669**
Final Refusal	16974
Total Refusals	**16974**
Sample Dialed	203166
Less Noneligible Units	116855
Less Noneligible Respondents	52657
Eligible Phone Numbers	33654
Completed Interviews	2004
Response Rate for All Eligible Numbers	5.95%

Weighting and Demographic Profile of Respondents

The target audience in the poll included youth ages 15 to 21. Soft quotas (a target for the minimum number of surveys to be completed) were placed on geography, gender, race and ethnicity. Response data were weighted by age and race/ethnicity to reflect the youth population [Table 1].

Table 1

Weighting Variables	
Variable	**March 2002 Basic Monthly**
Age	
15 years old	14.18%
16 years old	14.48%
17 years old	14.47%
18 years old	13.79%
19 years old	14.94%
20 years old	14.69%
21 years old	13.45%
Race/Ethnicity	
Hispanic	15.12%
White, Non-Hispanic	64.94%
African-American, Non-Hispanic	14.59%
Other, Non-Hispanic	5.36%

Table 2 displays the weighted and unweighted subgroup sizes by age and Table 3 displays the same counts by race/ethnicity.

Table 2

Age			
Age	**Unweighted n**	**Weighted n**	**Weighted %**
15 years old	381	284	14.18
16 years old	441	290	14.48
17 years old	413	290	14.47
18 years old	249	276	13.79
19 years old	203	299	14.94
20 years old	153	294	14.69
21 years old	163	269	13.45
TOTAL	2,003	2,003	100.0%

Table 3

Race/Ethnicity			
Race/Ethnicity	**Unweighted n**	**Weighted n**	**Weighted %**
White, Non-Hispanic	1,355	1,301	64.94
African-American, Non-Hispanic	224	292	14.59
Other, Non-Hispanic	146	107	5.36
Hispanic	278	303	15.12
TOTAL	2,003	2,003	100.0%

Appendix B

Analysis of Variance of Propensity
By Demographic Groups

Significance Tests		
	F value	
	Composite Propensity	Reserve Propensity
Age	95.87**	61.25**
Gender	86.10**	69.29**
Race and Ethnicity	19.00**	16.00**
Marital Status	2.79*	0.72
Employment Status	9.60**	14.25**
Hours Worked	0.26	2.74
Education Status	19.75**	10.24**
Education Level	0.55	1.08

Note: * $p<0.05$, ** $p<0.01$

Post Hoc Testing: Race and Ethnicity			
(I)	(J)	Composite Mean Difference (I-J)	Reserve Mean Difference (I-J)
White, Non-Hispanic			
	Black, Non-Hispanic	0.12*	0.12*
	Hispanic	0.40*	0.29*
	Other, Non-Hispanic	0.31*	0.19*
Black, Non-Hispanic			
	White, Non-Hispanic	-0.12*	-0.12*
	Hispanic	0.28*	0.16*
	Other, Non-Hispanic	0.19	0.19*
Hispanic			
	White, Non-Hispanic	-0.40*	-0.29*
	Black, Non-Hispanic	-0.28*	-0.16*
	Other, Non-Hispanic	-0.09	0.02
Other, Non-Hispanic			
	White, Non-Hispanic	-0.31*	-0.31*
	Black, Non-Hispanic	-0.19*	-0.19*
	Hispanic	0.09	-0.02

Notes: Least Squares Difference Test
        * indicates significant relationship at *p<0.05*

Post Hoc Testing: Marital Status		
(I)	**(J)**	**Composite Propensity Mean Difference (I-J)**
Single, Never Married		
	Separated	0.53
	Divorced	0.19
	Married	-0.39*
	Something Else	-0.22
	Engaged	-0.03
Separated		
	Divorced	-0.34
	Married	-0.92*
	Something Else	-0.76*
	Engaged	-0.57
Divorced		
	Married	-0.58
	Something Else	-0.42
	Engaged	-0.23
Married		
	Something Else	0.16
	Engaged	0.35
Something Else		
	Engaged	0.19

Notes: Least Squares Difference Test
* indicates significant relationship at *p<0.05*

(I)	(J)	Composite Propensity Mean Difference (I-J)	Reserve Propensity Mean Difference (I-J)
Post Hoc Testing: Current Education Status			
Less Than High School			
	High School	0.14	0.12
	College	-0.35*	-0.17
	Graduate School	-0.54	-0.36
	Community College	-0.11	-0.20
	Vocational School	0.16	-0.11
High School			
	College	-0.49*	-0.29*
	Graduate School	-0.67*	-0.48
	Community College	-0.24*	-0.32*
	Vocational School	0.03	-0.22
College			
	Graduate School	-0.19	-0.19
	Community College	0.24*	-0.03
	Vocational School	0.51*	0.06
Graduate School			
	Community College	0.43	0.16
	Vocational School	0.70*	0.26
Community College			
	Vocational School	0.27	0.09

Notes: Least Squares Difference Test
* indicates significant relationship at *p<0.05*

**Appendix C
Questionnaire**

OCTOBER 2002 DOD YOUTH POLLING
FALL 2002 - PROJECT NUMBER 8171

GENERAL INSTRUCTIONS

Objective: The objective of this research is to conduct regular quantitative
polling among the youth audience. Each poll will assess and track
propensity, employment and education status. The poll will also be
tailored to include questions on current events or topical areas of
interest. Wirthlin Worldwide will conduct telephone interviews
with youth three times per year -- in March, July and October.

Target Audience/Screening: Each household will be screened for youth who meet the following
criteria:
- Are at least 15 years old, and less than 22 years old
- Have never served in the US Armed Forces and are not, at the
  time of the interview, accepted for such Service (Service
  includes the active and Reserve components of the US Army,
  Navy, Air Force, Marine Corps and Coast Guard).
- Are not enrolled in postsecondary reserve officer's training
  corps (ROTC) programs

*If there is an individual in the household who meets the criteria but
is away at college (living in a dormitory, fraternity house or student
housing) will ask for the telephone number.*

If there is more than one person in the household who meets those
criteria, we will select the respondent in the household between the
ages of 15 and 21 with the most recent birthday prior to the
interview date. If that individual is away at college (living in a
dormitory, fraternity house or temporary housing), we will ask for
the telephone number and name of the youth and place that number
in the callback queue. There will be no within household
substitution of the designated respondent, even if the designated
respondent does not qualify for the interview (e.g., is currently in the
military, etc.).

Target Field Dates: Pre-test October 15, 2001
Launch study on October 16, 2001
Complete interviewing on November 16, 2001

Length: This interview should last approximately 25 minutes.

Geography: 100% United States - including Alaska, Hawaii and the District of
Columbia

Sample Size: N=2,000

Quotas: <u>GENDER</u>: Approximately half (1,000) men, half (1,000) women

                                    <u>RACE/ETHNICITY</u>: Targets
- 79%   White
- 16%   Black or African-American
- 1%   American Indian or Alaskan Native
- 4%   Asian (e.g., Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese) AND Native Hawaiian or Other Pacific Islander (e.g., Samoan, Guamanian or Chamorro)
- 15%   Hispanic, Latino or Spanish

<u>REGION</u>: Soft quotas on 8-point geo-code

Region		States
New England	(4.95%)	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont
Mid-Atlantic	(17.10%)	Delaware, DC, Maryland, New Jersey, New York, Pennsylvania, West Virginia
Great Lakes	(17.79%)	Illinois, Indiana, Michigan, Minnesota, Ohio, Wisconsin
Farm Belt	(5.09%)	Iowa, Kansas, Missouri, Nebraska, North Dakota, South Dakota
Outer South	(23.154%)	Florida, Kentucky, North Carolina, Oklahoma, Tennessee, Texas, Virginia
Deep South	(9.46%)	Alabama, Arkansas, Georgia, Louisiana, Mississippi, South Carolina
Mountain	(6.46%)	Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming
Pacific	(16.00%)	California, Oregon, Washington, Hawaii and Alaska

Sample: Random A sample, with minimum of two working blocks. All samples will be screened for business numbers.

Dialing Procedures: Interviews will be conducted during the evening and weekend hours. The fieldwork will take place from in-house telephone centers located in Orem, Utah and Grand Rapids, MI and will utilize computer-assisted telephone interviewing (CATI).

Callback Procedures: Plan an initial call and maximum of nine callbacks. If a household is not reached after ten calls, we will substitute another randomly selected household. Callbacks will be scheduled on different days, different times of the day and in different weeks.

Refusal Conversion: All initial refusals will be put into a queue to be worked by a group of interviewer specialists, trained and experienced in refusal conversion. Up to an additional three callbacks, conducted at different times and days, will be made. If a household is not reached after three calls or if a second refusal occurs, a "hard" refusal will be recorded on the final disposition. Experience shows that between 10% and 14% of the competed interviews will come from refusal conversions.

Pre-test: We will conduct a pretest of the survey instrument on October 15, 2001 in Orem, Utah telephone facility. We will conduct 30 interviews. If the pretest interviews go smoothly and no revisions are made to the questionnaire, they are included in the final data set. **No more than 5 interviewers should work on the pre-test, this will ensure that the pre-test does not conclude too rapidly.**

Sample Mgt & Replicates: We will release sample in replicates. All replicates will be dialed until exhausted and then closed out. Once a replicate has been loaded, it must be dialed all the way through before the study can finish. A sample record is considered exhausted once it has obtained a final disposition. This means that the interviewers must continue to dial and conduct interviews even if 2,000 complete interviews have been completed – interviewers must dial through the entire replicate. To eliminate having too many extra completes, smaller replicates will be loaded toward the end of the interview cycle. **<u>NO NEW REPLICATE IS TO BE LOADED WITHOUT THE APPROVAL OF BETH STRACKBEIN OR KHALID SATTAR.</u>** Beth can be reached during work hours at (XXX) XXX-XXX and during non-work hours at (XXX) XXX-XXXX (home) or XXX-XXX-XXXX (cell).

SCREENER AND INTRODUCTION	9.75 QUESTION POINTS, 3.25 MINUTES

[**NOTE TO INTERVIEWER:** BE PREPARED FOR PARENTS TO ASK YOU (WHEN YOU ARE SCREENING OR DURING THE INTERVIEW) WHO YOU ARE AND WHAT YOU ARE ASKING THEIR KIDS. WE WILL HAVE A PRINTED SHEET WITH A SCRIPTED ANSWER - YOU SHOULD KEEP THIS AT YOUR STATION]

SCRIPT IF PARENT WANTS TO KNOW MORE INFORMATION OR INTERRUPTS DURING THE INTERVIEW.

My name is _____ of Wirthlin Worldwide, a national independent research firm. I am calling for a study that is being conducted for the United States Government and am interested in speaking with your [son/daughter] about [his/her] opinions about being a young adult today and thoughts about potential careers. This study is very important, and results from it will be used by government officials, including congress, to develop important policy decisions. We are not trying to sell anything - we are only interested in [his/her] opinions. We also will hold [his/her] answers in the strictest of confidence - in no way will [he/she] ever be identified as a participant in this study. Furthermore, all information provided is protected under the Privacy Act of 1974. Would it be okay to talk to [him/her] about these issues?

IF PARENT WANTS TO KNOW MORE:
The survey contains questions about current education and employment status. There are questions dealing with their future plans - in particular after high school or college. The survey continues with questions related to the impressions that they have regarding various post-high school opportunities and ends with some basic demographic questions.

IF PARENT WANTS TO STAY ON THE PHONE WHILE THE SURVEY IS BEING CONDUCTED:
I am more than happy to have you listen in on this interview, but I need to stress that the answers have to be directly from the designated respondent and not you. If you have questions along the way I will be more than happy to answer them, but please refrain from answering my questions for your child.

IF THE PARENT WANTS TO CONTACT SOMEONE:
If you have any questions about the questionnaire, the confidentiality issue, or about the validity of the study and the government's involvement, please call Beth Strackbein of Wirthlin Worldwide, at (XXX) XXX-XXXX.

INTRO1 Hello, I'm _____ of Wirthlin Worldwide, a national, independent
research firm and I am calling for a study that is being conducted for the United States
Government. We are interested in speaking with people between the ages of 15 and
21. Does your household include individuals between the ages of 15 and 21 who either
live in the household or are away temporarily or living at school in a dormitory,
fraternity or sorority house? [1QP]

> 1. Yes
> 2. No
> 99. DK/REF

IF INTRO1=1, ASK S7, ELSE THANK AND TERMINATE
S7. How many individuals are there in your household between the ages of 15 and 21 who
either live in the household or are away temporarily or living at school in a dormitory,
fraternity or sorority house? [1QP]

> RECORD ANSWER
> 99. DK/REF [THANK AND TERMINATE]

IF S7 = 0, THANK AND TERMINATE
IF S7 > 0, ASK GPA
GPA. We are conducting this study to find out the opinions and career paths of young adults
and we would like to have the responses of the person between the ages of 15 and 21
who has had the most recent birthday. Could I please speak with that person?
[INTERVIEWER: IF THE ANSWER IS NO, CLARIFY WHY] [1QP]

> 1. Yes
> 2. No, respondent isn't available but resides in the household (i.e., not
>   home)
> 3. No, respondent isn't available because they are temporarily away or
>   living at school in a dormitory, fraternity or sorority house
> 4. No, respondent won't allow you to talk with them

IF GPA=1, WAIT UNTIL RESPONDENT GETS ON THE PHONE AND READ PRIV1.
IF GPA=2, ARRANGE CALLBACK
IF GPA=3, ASK S8
IF GPA=4, [TYPE EXIT AND CODE AS REFUSAL]
S8. We are conducting this study to find out the opinions and career paths of young adults
and we would like to have the responses of the person who is away. Could I please
have his/her first name and telephone number with area code?

> 1. Yes
> 2. No

**IF S8=1, RECORD NAME AND NUMBER AND THEN THANK. PLACE NEW NAME
AND NUMBER IN CALLBACK QUEUE.**

IF S8=2, THANK AND TERMINATE

WHEN RESPONDENT BETWEEN THE AGES OF 15 AND 21 WITH THE MOST RECENT BIRTHDAY IS ON THE PHONE, READ PRIV1

PRIV1 Hello, I'm _____ of Wirthlin Worldwide, a national, independent research firm. We are conducting a study to find out more about the opinions and career plans of young adults. The study is being conducted for the Department of Defense. Results of this study will be used in reports to Congress, and in the development of important policy decisions. For quality purposes, my supervisor may monitor this call. (DO NOT PAUSE)

> All information you provide is protected under the Privacy Act of 1974. Your identity will not be released for any reason and your participation is voluntary. You are entitled to a copy of the Privacy Act Statement. Would you like a copy of this statement? [1QP]

> 1. Yes, RECORD MAILING ADDRESS
> 2. No
> 99. DK/REF

S2.   Just to confirm, what is your gender? [IF RESPONDENT REFUSES, ENTER GENDER BY OBSERVATION] [1QP]

> 1. Male
> 2. Female

[ASK EVERYONE]
S10.   Are you a United States Citizen? [0.5QP]

> 1. YES
> 2. NO
> 99. DK/REF

S1.   What is your date of birth? [ENTER IN SIX DIGIT FORMAT MM/DD/YY] [1QP]

> RECORD MONTH/DAY/YEAR
> 99. DK/REF

IF AGE IS NOT BETWEEN 15-21 VERIFY BIRTH DATE ASK GPA
IF AGE IS BETWEEN 15 AND 21, ASK DEM2C
DEM2C.   Have you ever been in the military, or are you in a delayed entry program (DEP), college ROTC, or one of the service academies? [MILITARY SERVICE INCLUDES ALL BRANCHES (FULL-TIME OR AS RESERVIST, NATIONAL GUARD), SERVICE ACADEMIES OR COLLEGE (NOT H.S.) ROTC. ALSO ENTER 'YES' IF ACCEPTED INTO SERVICE AND WAITING TO BEGIN.] [1QP]

> 1. Yes
> 2. No
> 99. DK/REF

IF DEM2C=2, ASK DEM10, ELSE THANK AND TERMINATE
DEM10.   Do you consider yourself to be of Hispanic, Latino or Spanish origin? [1QP]

1. Yes, Mexican, Mexican American, Chicano, Puerto Rican, Cuban, or other Spanish/Hispanic/Latino origin.
2. No
99. DK/REF

DEM11   I'm going to read a list of racial categories. Please select one or more to describe your race. Are you…[READ PUNCHES 1-5.] [NOTE: IF RESPONDENT SAYS 'DON'T KNOW" OR DOESN'T MENTION A PUNCH BELOW, SAY: "WHICH OF THE FOLLOWING RACE CATEGORIES DO YOU MOST CLOSELY IDENTIFY WITH?"] [CODE UP TO 5 RESPONSES] [1QP]

1. White
2. Black or African-American
3. American Indian or Alaskan Native
4. Asian (e.g., Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese)
5. Native Hawaiian or Other Pacific Islander (e.g., Samoan, Guamanian or Chamorro)
6. [DO NOT READ] Other HISPANIC ONLY (Mexican, Mexican American, Chicano, Puerto Rican, Cuban, or other Spanish/Hispanic/Latino origin.)
99. DK/REF [THANK AND TERMINATE]

[IF DEM11=6 ONLY, ASK DEM11A]
DEM11A. In addition to being Hispanic, do you consider yourself to be [READ PUNCHES 1-5] [CODE UP TO 5 RESPONSES] [.25 QP]

1. White
2. Black or African-American
3. American Indian or Alaskan Native
4. Asian (e.g., Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese)
5. Native Hawaiian or Other Pacific Islander (e.g., Samoan, Guamanian or Chamorro)
6. Not Applicable
99. DK/REF [THANK AND TERMINATE]

EDUCATION	**4 QUESTION POINTS, 1.33 MINUTES**

[RESPONDENTS INCLUDE NON-CITIZENS]
EDU1.   I'd like to ask you about your schooling. Are you currently enrolled in school or a training program? [1QP]

1. Yes
2. No
99. DK/REF

IF QEDU1=1, ASK QEDU2 *[IF RESPONDENT IS CURRENTLY ENROLLED IN SCHOOL]*

EDU2.   What grade or year of school are you in? [DO NOT READ, ACCEPT SINGLE RESPONSE] [IF RESPONDENT ANSWERS IN A GENERAL SENSE, FOR INSTANCE "COLLEGE" MAKE SURE YOU CLARIFY WHICH TYPE OF COLLEGE AND WHICH YEAR] [0.75QP]

1. Less than 8th Grade
2. 8th Grade

3. 9th Grade - High School
4. 10th Grade - High School
5. 11th Grade - High School
6. 12th Grade - High School

7. 1st Year College or University (Freshman)
8. 2nd Year College or University (Sophomore)
9. 3rd Year College or University (Junior)
10. 4th Year College or University (Senior)
11. 5th Year College or University

12. 1st Year Graduate or Professional School
13. 2nd Year Graduate or Professional School (MA/MS)
14. 3rd Year Graduate or Professional School
15. More than 3 Years Graduate or Professional (Ph.D.)

16. 1st Year Junior or Community College
17. 2nd Year Junior or Community College (AA/AS)

18. 1st Year Vocational, Business or Trade School
19. 2nd Year Vocational, Business or Trade School
20. More than 2 Years Vocational, Business or Trade School

99. DK/REF

IF QEDU1=2 or 99, ASK QEDU3 *[IF RESPONDENT IS NOT CURRENTLY ENROLLED IN SCHOOL]*

EDU3.   What is the highest grade you have completed and received credit for? [IF RESPONDENT ANSWERS IN A GENERAL SENSE, FOR INSTANCE "I GRADUATED FROM COLLEGE" MAKE SURE YOU CLARIFY HOW MANY YEARS THEY WERE THERE AND WHAT TYPE OF COLLEGE THEY ATTENDED - FOUR YEAR, TWO YEAR, GRADUATE, ETC.] [0.25QP]

1. Less than 8th Grade
2. 8th Grade

    3. 9th Grade - High School
    4. 10th Grade - High School
    5. 11th Grade - High School
    6. 12th Grade - High School

    7. 1st Year College or University (Freshman)
    8. 2nd Year College or University (Sophomore)
    9. 3rd Year College or University (Junior)
    10. 4th Year College or University (Senior)
    11. 5th Year College or University

    12. 1st Year Graduate or Professional School
    13. 2nd Year Graduate or Professional School (MA/MS)
    14. 3rd Year Graduate or Professional School
    15. More than 3 Years Graduate or Professional (Ph.D.)

    16. 1st Year Junior or Community College
    17. 2nd Year Junior or Community College (AA/AS)

    18. 1st Year Vocational, Business or Trade School
    19. 2nd Year Vocational, Business or Trade School
    20. More than 2 Years Vocational, Business or Trade School

    99. DK/REF

IF EDU2 =1, 2, 3, 4, 5, 6, or 99, ASK QEDU4 *[IF RESPONDENT IS IN LESS THAN 8TH, 8TH, 9TH, 10TH, 11TH OR 12TH GRADE - OR DOESN'T KNOW]* **OR IF EDU3 = 1, 2, 3, 4, 5, or 9 ASK QEDU4** *[IF RESPONDENT HAS COMPLETED LESS THAN 12TH GRADE - OR DOESN'T KNOW]*
EDU4.   Are you being home-schooled? [0.66QP]

    1. YES
    2. NO
    99. DK/REF

IF EDU2 = (1, 2, 3, 4, 5, or 6) AND EDU4 ≠ 1 ASK EDU6
EDU6.   Do you go to a private or public school? [.33QP]

    1. Private
    2. Public
    99. DK/REF

ASK ALL
EDU5.   What grades do you or did you usually get in high school? [READ RESPONSE CATEGORIES 1-7]. [IF RESPONDENT NEEDS CLARIFICATION, READ THEM THE NUMERICAL AVERAGES, OTHERWISE JUST READ THE LETTER GRADES] [1QP]

    1. Mostly A's (Numerical average of 90-100)

2. Mostly A's and B's (85-89)
3. Mostly B's (80-84)
4. Mostly B's and C's (75-79)
5. Mostly C's (70-74)
6. Mostly C's and D's (65-69)
7. Mostly D's and lower (64 and below)
8. Never in high school
99. DK/REF

DEMOGRAPHIC – EMPLOYMENT STATUS   2.7 QUESTION POINTS, 0.9 MINUTES

EMP1.   Now, I'd like to ask you about your employment status. Are you currently employed either full or part time? [1QP]

1. Yes
2. No
99. DK/REF

IF QEMP1=1 THEN ASK QEMP2 *[IF RESPONDENT IS CURRENTLY EMPLOYED]*
EMP2.   How many hours per week in total do you work at your job? [0.7QP]

RECORD RESPONSE
99. DK/REF

EMP5.   How difficult is it for someone your age to get a full-time job in your community? Is it…[READ 1-4] [1QP]

1. Almost Impossible
2. Very Difficult
3. Somewhat Difficult
4. Not Difficult at All
99. DK/REF

FUTURE PLANS AND PROPENSITY   10.8 QUESTION POINTS, 3.7 MINUTES

FPP1.   Next, I'd like to ask you about your plans for the future. What do you think you might be doing [INSERT BASED ON RESPONSE TO EDU1 [CURRENTLY ENROLLED IN SCHOOL OR TRAINING PROGRAM] AND EDU2 [WHAT GRADE OR YEAR OF SCHOOL ARE YOU IN] AS FOLLOWS: [DO NOT READ LIST] [ACCEPT MULTIPLE RESPONSES] [PROBE UNTIL UNPRODUCTIVE] [PUNCH 5, 8 & 99 MUST BE SINGLE PUNCH]

IF EDU2 = 3, 4, 5 OR 6 [RESPONDENT IS CURRENTLY ENROLLED IN SCHOOL AND IS IN HIGH SCHOOL] *INSERT "once you finish high school?"*

IF EDU2 = 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19 OR 20 [RESPONDENT IS CURRENTLY ENROLLED IN SCHOOL AND IS IN COLLEGE, GRADUATE,

JUNIOR/COMMUNITY OR VOCATIONAL SCHOOL] *INSERT "once you finish college?"*

IF EDU2 = 1 OR 2 OR IF EDU1 = 2 OR 99 [RESPONDENT IS NOT CURRENTLY ENROLLED IN SCHOOL OR IS IN 8TH GRADE OR LESS] *INSERT "in the next few years?"* [1QP]

　　　1. Going to school full-time
　　　2. Going to school part-time
　　　3. Working full-time
　　　4. Working part-time
　　　5. Doing nothing
　　　6. Joining the Military/Service
　　　7. Staying at Home
　　　8. Undecided / Have not decided yet
　　　9. Community Service
　　　97. Other, Specify _____
　　　99. DK/REF

IF FPP1=6 ASK FPP2 *[IF RESPONDENT SAYS THEY ARE GOING TO MILITARY]*
FPP2.　You said you might be joining the military. Which branch of the service would that be? [DO NOT READ ANSWER CATEGORIES - FIT RESPONSE TO PRE-CODED ANSWERS.]

[IF RESPONDENT MENTIONS MORE THAN ONE BRANCH, PROBE: *Which branch are you most likely to join?*

IF RESPONDENT MENTIONS *NATIONAL GUARD*, CLARIFY WHETHER THAT IS *ARMY NATIONAL GUARD* OR *AIR NATIONAL GUARD* IF *ARMY NATIONAL GUARD*, CODE AS **ARMY**, IF *AIR NATIONAL GUARD*, CODE AS AIR FORCE.

IF RESPONDENT MENTIONS *THUNDERBIRD* OR *STEALTH FORCE*, CODE AS AIR FORCE. IF THEY MENTION *GOLDEN KNIGHTS* OR *GREEN BERET*, CODE AS ARMY.

IF THEY MENTION *SAILORS, SEALS, BLUE ANGELS* OR *SUBMARINERS*, CODE AS NAVY.] [0.25QP]

　　　1. Air Force
　　　2. Army
　　　3. Coast Guard
　　　4. Marine Corps
　　　5. Navy
　　　99. DK/REF

IF FPP2 = 1 OR 2 *[IF RESPONDENT SAYS THEY ARE INTERESTED IN JOINING THE AIR FORCE OR ARMY]*
FPP3A.　Which type of service would that be? Would it be… [READ 1-3]? [0.25QP]

1. Active Duty
2. The Reserves
3. The National Guard
99. DK/REF

IF FPP2 = 3, 4 OR 5 *[IF RESPONDENT SAYS THEY ARE INTERESTED IN JOINING THE COAST GUARD, MARINE CORPS OR NAVY]*
FPP3B.   Which type of service would that be? Would it be… [READ 1-2]? [0.25QP]

1. Active Duty
2. The Reserves
99. DK/REF

IF FPP1=3 OR 4 ASK FPP4 *[IF RESPONDENT SAYS THEY MIGHT BE WORKING]*
FPP4.   You said you might be working. What type of job would you have? Would it be a temporary job while you finish school or training, any job you can get to support yourself, or a job that could begin a long-term career? [0.5QP]

1. Temporary job while you finish school or training
2. Any job you can get to support yourself
3. Job that could begin a long-term career
99. DK/REF

IF FPP1=1 OR 2 ASK FPP5 *[IF RESPONDENT SAYS THEY ARE GOING TO SCHOOL]*
FPP5.   What kind of school or college would you like to attend? [READ 1-5] [0.5QP]

1. High School
2. Vocational, Business or Trade School
3. 2-Year Junior or Community College
4. 4-Year College or University
5. Graduate or Professional School
99. DK/REF

[ASK EVERYONE]
FPP8.   What is the highest grade or year of school or college that you would eventually like to complete? [If Respondent answers in a general sense, such as "finish college" then clarify TYPE and YEAR of school.] [DO NOT READ LIST] [1QP]

1. 8th Grade
2. 9th Grade
3. 10th Grade
4. 11th Grade
5. 12th Grade (High School Diploma)
6. 1st Year College/Junior or Community College/Vocational, Business or Trade School (Freshman)
7. 2nd Year College/Junior or Community College/Vocational, Business or Trade School (Sophomore)
8. 3rd Year of Four-Year College (Junior)

       9. 4th Year of Four-Year College (Senior) or Bachelor's Degree (BA/BS)
     10. 5th Year of College
     11. 1st Year Graduate or Professional School
     12. 2nd Year Graduate or Professional School or Master's Degree (MA/MS)
     13. 3rd Year Graduate or Professional School
     14. More than 3 Years Graduate or Professional School or Doctorate (Ph.D.)
     99. DK/REF

FPP9.   Now, I'd like to ask you how likely it is that you will be serving in the military in the next few years? Would you say…[ROTATE TOP TO BOTTOM, BOTTOM TO TOP AND READ 1-4] [1QP]

     1. Definitely
     2. Probably
     3. Probably Not
     4. Definitely Not
     99. DK/REF

INSERT BLANK SCREEN

FPP10. How likely is it that you will be serving on active duty in the [RANDOMIZE AND READ A-E]? Would you say… [ROTATE TOP TO BOTTOM, BOTTOM TO TOP AND READ 1-4]? [2QP]

     1. Definitely
     2. Probably
     3. Probably Not
     4. Definitely Not
     99. DK/REF

    A. Coast Guard
    B. Army
    C. Air Force
    D. Marine Corps
    E. Navy

NOTE TO CATI TECH: ROTATE FIRST/SECOND FPP11/11A AND FPP12/12A
FPP11.   How likely is it that you will be serving in the National Guard? [ROTATE TOP TO BOTTOM, BOTTOM TO TOP AND READ 1-4] [1QP]

     1. Definitely
     2. Probably
     3. Probably Not
     4. Definitely Not
     99. DK/REF

IF FPP11 = 1 OR 2, ASK FPP11A

FPP11A.   Would that be the… [RANDOMIZE AND READ 1-2]? [0.2QP]

    1.   Air National Guard
    2.   Army National Guard
    99. DK/REF

FPP12.   How likely is it that you will be serving in the Reserves? [ROTATE TOP TO BOTTOM, BOTTOM TO TOP AND READ 1-4] [1QP]

    1.   Definitely
    2.   Probably
    3.   Probably Not
    4.   Definitely Not
    99. DK/REF

IF FPP12 = 1 OR 2, ASK FPP12A

FPP12A.   Would that be the… [RANDOMIZE AND READ 1-5]? [0.2]

    1.   Air Force Reserve
    2.   The Army Reserve
    3.   The Coast Guard Reserve
    4.   The Marine Corps Reserve
    5.   The Naval Reserve
    99. DK/REF

IF TWO OR MORE OF ANY ACTIVE, RESERVE, GUARD SERVICES ARE ANSWERED "DEFINITELY" OR "PROBABLY" IN QUESTIONS FPP10, FPP11 OR FPP12, ASK FPP14

FPP14.   You mentioned you might serve in more than one military service. Which service are you most likely to serve in? [DO NOT READ ANSWER CATEGORIES, FIT RESPONSE TO PRE-CODE - ACCEPT SINGLE RESPONSE] [INTERVIEWER NOTE: IF ANSWER IS GENERAL, PLEASE CLARIFY IF ACTIVE DUTY, RESERVES OR GUARD.] [0.25]

    1.   Air Force
    2.   Army
    3.   Coast Guard
    4.   Marine Corps
    5.   Navy
    6.   Air National Guard
    7.   Army National Guard
    8.   Air Force Reserve
    9.   Army Reserve
    10. Coast Guard Reserve
    11. Marine Corps Reserve
    12. Naval Reserve
    99. DK/REF

[ASK ALL]
FPP15. Before we talked today, had you ever considered the possibility of joining the military?
Would you say you…[ROTATE TOP TO BOTTOM, BOTTOM TO TOP AND READ
ANSWERS 1-3] [1QP]

1. Never Thought About It
2. Gave It Some Consideration
3. Gave It Serious Consideration
99. DK/REF

FAVORABILITY	4 QUESTION POINTS, 1.33 MINUTES

FAV1. Using all that you know or have heard about the U.S. military, please rate the U.S.
military using a 10 point scale where 1 means VERY UNFAVORABLE and 10 means
VERY FAVORABLE. How would you rate the U.S. Military? [1QP]

RECORD RATING
99. DK/REF

FAV2. Using all that you know or have heard about the various active duty branches of the
U.S. military, please rate each branch using a 10 point scale where 1 means VERY
UNFAVORABLE and 10 means VERY FAVORABLE. How would you rate the
[RANDOMIZE AND READ A-E]? [2QP]

RECORD RATING
99. DK/REF

A. Air Force
B. Army
C. Coast Guard
D. Marine Corps
E. Navy

FAV3 Now, using all that you know or have heard, please rate the U.S. National Guard and
Reserves using a 10 point scale where 1 means VERY UNFAVORABLE and 10
means VERY FAVORABLE. How would you rate the [RANDOMIZE AND READ
A-B]? [1QP]

RECORD RATING
99. DK/REF

A. Reserves
B. National Guard

KNOWLEDGE OF MILITARY	1 QUESTION POINTS, .33 MINUTES

KW2.   Let's talk about your knowledge of the U.S. military. Please use a scale from 1 to 10 where 1 means NOT AT ALL KNOWLEDGEABLE and 10 means EXTREMELY KNOWLEDGEABLE. Please tell me how knowledgeable you are about the U.S. Military. [1QP]

RECORD ANSWER
99. DK/REF

SOURCE OF IMPRESSIONS	24 QUESTION POINTS, 8.0 MINUTES

IM1.   From everything that you know, have read or seen, where do you get the majority of your impressions about the military? [PROBE: ANY OTHER MAJOR SOURCES?] [ENTER ALL CODES THAT APPLY AND RECORD ORDER OF MENTION] [DO NOT READ LIST] [INTERVIEWER NOTE: IF RESPONDENT SAYS "MYSELF", ASK: FROM WHO OR WHAT EXPERIENCES DID YOU GET THE MAJORITY OF YOUR IMPRESSIONS ABOUT THE MILITARY?] [3 QP]

FAMILY
1. FATHER
2. MOTHER
3. BROTHER(S)
4. SISTER(S)
5. UNCLE(S)
6. AUNT(S)
7. GRANDPARENT(S)
8. COUSIN(S)
9. SPOUSE
10. SON(S)
11. DAUGHTER(S)
95. OTHER RELATIVE [SPECIFY: RECORD ANSWER]

FRIENDS/ACQUAINTANCES
12. FRIEND-SAME GENERATION
13. FRIEND-YOUNGER GENERATION [10+ YRS YOUNGER]
14. FRIEND-OLDER GENERATION [10+ YRS OLDER]
15. GIRLFRIEND/BOYFRIEND
16. TEACHER/COUNSELOR/COACH
17. CO-WORKER/EMPLOYER
96. OTHER PERSON [SPECIFY: RECORD ANSWER]

MEDIA
18. ADVERTISING/COMMERCIALS
19. THINGS YOU'VE READ (i.e. Newspapers, magazines, books, etc.)
20. MOVIES
21. TELEVISION

    22. RADIO/MUSIC
    23. INTERNET
    24. YOUR JOB
    97. OTHER MEDIA [SPECIFY: RECORD ANSWER]
    99. DK/REF

[IF MENTION MORE THAN ONE PERSON IN IM1 1-17, 95 OR 96 ASK IM2]

IM2.   Of the people you just mentioned [INSERT RESPONSES FROM IM1 1-17, 95 AND 96], which one has had the greatest effect on your impressions of the military? [ACCEPT SINGLE RESPONSE] [2 QP]

    FAMILY
    1. FATHER
    2. MOTHER
    3. BROTHER(S)
    4. SISTER(S)
    5. UNCLE(S)
    6. AUNT(S)
    7. GRANDPARENT(S)
    8. COUSIN(S)
    9. SPOUSE
    10. SON(S)
    11. DAUGHTER(S)
    95. OTHER RELATIVE [SPECIFY: RECORD ANSWER]

    FRIENDS/ACQUAINTANCES
    13. FRIEND-SAME GENERATION (CHOOSE ONE PERSON)
    14. FRIEND-YOUNGER GENERATION [10+ YRS YOUNGER] (CHOOSE ONE PERSON)
    15. FRIEND-OLDER GENERATION [10+ YRS OLDER] (CHOOSE ONE PERSON)
    16. GIRLFRIEND/BOYFRIEND
    17. TEACHER/COUNSELOR/COACH
    18. CO-WORKER/EMPLOYER
    96. OTHER PERSON [SPECIFY: RECORD ANSWER]

[ASK IM2A IF IM1=1-17, 95 OR 96 AND QIM2≠DK/REF]

IM2A.   Has your [INSERT RESPONSE FROM IM1 IF ONLY ONE PERSON MENTIONED; IF MULTIPLE PEOPLE MENTIONED IN IM1 INSERT RESPONSE FROM IM2] ever been in the military? [1 QP]

    FAMILY
    1. FATHER
    2. MOTHER
    3. BROTHER(S)
    4. SISTER(S)
    5. UNCLE(S)
    6. AUNT(S)
    7. GRANDPARENT(S)

8. COUSIN(S)
9. SPOUSE
10. SON(S)
11. DAUGHTER(S)
95. OTHER RELATIVE [SPECIFY: RECORD ANSWER]

FRIENDS/ACQUAINTANCES
12. FRIEND-SAME GENERATION
13. FRIEND-YOUNGER GENERATION [10+ YRS YOUNGER]
14. FRIEND-OLDER GENERATION [10+ YRS OLDER]
15. GIRLFRIEND/BOYFRIEND
16. TEACHER/COUNSELOR/COACH
17. CO-WORKER/EMPLOYER
96. OTHER PERSON [SPECIFY: RECORD ANSWER]

1. Yes
2. No
98. Not Applicable
99. DK/REF

[IF IM2A = 1, ASK IM2B]
IM2B.   Which Service? [MULTIPLE PUNCH] [1 QP]

1. Air Force (Active Duty, Reserve, Air National Guard)
2. Army (Active Duty, Reserve, Army National Guard)
3. Marine Corps (Active Duty, Reserve)
4. Navy (Active Duty, Reserve)
5. Coast Guard (Active Duty, Reserve)
98. Not Applicable [DO NOT READ]
99. DK/REF

[IF {IM1=ONLY ONE PERSON MENTIONED (1-17, 95 OR 96)} OR {RESPONDENT GOT INTO IM2 (AND IM2 NOT EQUAL DK/REF)}, ASK IM2C]
IM2C.   Did this person give you a [ROTATE TOP TO BOTTOM, BOTTOM TO TOP AND READ 1-5] impression of the military? [1 QP]

1. Completely Positive
2. Mostly Positive
3. Both Positive and Negative (Neutral)
4. Mostly Negative
5. Completely Negative
98. Not Applicable [DO NOT READ]
99. DK/REF

[IF {IM1=ONLY ONE PERSON MENTIONED (1-17, 95 OR 96)} OR {RESPONDENT GOT INTO IM2 (AND IM2 NOT EQUAL DK/REF)}, ASK IM2C]
IM2D.   Did this individual have a positive effect, negative effect, or no effect on your likelihood to join the military? [1 QP]

1. Positive effect
2. No effect
3. Negative effect
98. Not Applicable [DO NOT READ]
99. DK/REF

[IF IM1 = 19 "THINGS YOU'VE READ" ASK IM3, IM3B, AND IM3C]
IM3.   You mentioned getting the majority of your impressions about the military from things that you have read. What are the general categories of things you have read that have given you these impressions? [ENTER ALL CODES THAT APPLY] [DO NOT READ LIST] [2 QP]

1. Advertisements
2. Newspapers
3. Magazines
4. Books (Non-Fiction) (i.e., biographies, text books)
5. Books (Fiction)
6. Online/Internet articles
97. Other [SPECIFY: RECORD ANSWER]
98. Not Applicable
99. DK/REF

[IF MENTION MORE THAN ONE IN IM3 ASK IM3A]
IM3A.   Of the reading material you just mentioned [INSERT RESPONSES FROM IM3], which one has had the greatest effect on your impressions of the military? [ACCEPT SINGLE RESPONSE] [DO NOT READ LIST] [2 QP]

1. Advertisements
2. Newspapers
3. Magazines
4. Books (Non-Fiction) (i.e., biographies, text books)
5. Books (Fiction)
6. Online/Internet articles
97. Other [SPECIFY: RECORD ANSWER]
98. Not Applicable [DO NOT READ]
99. DK/REF

[ASK IF IM3 IS SINGLE MENTION AND ≠DK/REF OR NOT APPLICABLE OR IM3A≠DK/REF OR NOT APPLICABLE]
IM3B.   In general, do these [INSERT RESPONSE FROM IM3 IF ONLY ONE MENTION; IF MULTIPLE MENTION IN IM3 INSERT RESPONSE FROM IM3A] give you a [ROTATE TOP TO BOTTOM, BOTTOM TO TOP AND READ 1-5] impression of the military? [1 QP]

1. Completely Positive
2. Mostly Positive
3. Both Positive and Negative (Neutral)
4. Mostly Negative

    5. Completely Negative
    98. Not Applicable
    99. DK/REF

[ASK IF IM3 IS SINGLE MENTION AND ≠DK/REF OR NOT APPLICABLE OR IM3A≠DK/REF OR NOT APPLICABLE]

IM3C.   In general, do these [INSERT RESPONSE FROM IM3 IF ONLY ONE MENTION; IF MULTIPLE MENTION IN IM3 INSERT RESPONSE FROM IM3A] have a positive effect, negative effect, or no effect on your likelihood to join the military? [1 QP]

    1. Positive effect
    2. No effect
    3. Negative effect
    98. Not Applicable
    99. DK/REF

[IF IM1 = 21, "TELEVISION" ASK IM4, IM4B, IM4C]

IM4.   You mentioned getting the majority of your impressions about the military from television. What on television has given you these impressions? [DO NOT READ LIST] [1 QP]

    1. JAG
    2. M*A*S*H
    3. Hogan's Heroes
    4. Band of Brothers
    5. China Beach
    6. Baa Baa Black Sheep
    7. Rat Patrol
    8. Sergeant Bilko
    9. Tour of Duty
    10. News Journal Shows (i.e. 60 Minutes, The Today Show, 20/20, Primetime Live, etc.)
    11. Network News
    12. Cable News Channels (Fox News Channel, CNN, MSNBC, etc.)
    13. Talk Shows (i.e. The O'Reilly Factor, Hardball, Oprah, etc.)
    14. Documentaries (i.e. Discovery Channel, History Channel, etc.)
    15. Reality TV shows (i.e. Survivor, Real World, Boot Camp)
    16. TV Advertisements
    97. Other (SPECIFY: RECORD ANSWER)
    98. Not Applicable
    99. DK/REF

[IF MENTION MORE THAN ONE TELEVISION SHOW IN IM4 ASK IM4A]

IM4A.   Of the things on television you just mentioned [INSERT RESPONSES FROM IM4], which one has had the greatest effect on your impressions of the military? [ACCEPT SINGLE RESPONSE] [1 QP]

    1. JAG

2. M*A*S*H
3. Hogan's Heroes
4. Band of Brothers
5. China Beach
6. Baa Baa Black Sheep
7. Rat Patrol
8. Sergeant Bilko
9. Tour of Duty
10. News Journal Shows (i.e. 60 Minutes, The Today Show, 20/20, etc.)
11. Network News shows
12. Cable News Channels (Fox News Channel, CNN, MSNBC, etc.)
13. Talk Shows (i.e. The O'Reilly Factor, Hardball, Oprah, etc.)
14. Documentaries (i.e. Discovery Channel, History Channel, etc.)
15. Reality TV shows (i.e. Survivor, Real World, Boot Camp)
16. TV Advertisements
97. Other (SPECIFY: RECORD ANSWER)
98. Not Applicable
99. DK/REF

[ASK IF IM4 IS SINGLE MENTION AND ≠DK/REF OR NOT APPLICABLE OR IM4A≠DK/REF OR NOT APPLICABLE]
IM4B.   In general does/do [INSERT RESPONSE FROM IM4 IF ONLY ONE MENTION; IF MULTIPLE MENTION IN IM4 INSERT RESPONSE FROM IM4A] give you a [ROTATE TOP TO BOTTOM, BOTTOM TO TOP AND READ 1-5] impression of the military? [1 QP]

1. Completely Positive
2. Mostly Positive
3. Both Positive and Negative (Neutral)
4. Mostly Negative
5. Completely Negative
98. Not Applicable
99. DK/REF

[ASK IF IM4 IS SINGLE MENTION AND ≠DK/REF OR NOT APPLICABLE OR IM4A≠DK/REF OR NOT APPLICABLE]
IM4C.   In general, does/do [INSERT RESPONSE FROM IM4 IF ONLY ONE MENTION; IF MULTIPLE MENTION IN IM4 INSERT RESPONSE FROM IM4A] have a positive effect, negative effect, or no effect on your likelihood to join the military? [1 QP]

1. Positive Effect
2. No Effect
3. Negative Effect
98. Not Applicable
99. DK/REF

[IF IM1 = 20, "MOVIES" ASK IM5, IM5B, AND IM5C]

IM5.   You mentioned getting the majority of your impressions about the military from movies. What movies have given you these impressions? [ACCEPT MULTIPLE RESPONSES] [DO NOT READ LIST] [2 QP]

1. A Few Good Men
2. Apocalypse Now
3. Band of Brothers
4. Behind Enemy Lines
5. Black Hawk Down
6. Born on the Fourth of July
7. Courage Under Fire
8. Crimson Tide
9. The Deer Hunter
10. Dirty Dozen
11. Forrest Gump
12. Full Metal Jacket
13. G.I. Jane
14. The General's Daughter
15. Hunt for Red October
16. Hart's War
17. Independence Day
18. K-19: The Widowmaker
19. M*A*S*H
20. Men of Honor
21. Pearl Harbor
22. Platoon
23. Rambo Series
24. Rules Of Engagement
25. Saving Private Ryan
26. Sum of All Fears
27. A Thin Red Line
28. Three Kings
29. Tora! Tora! Tora!
30. Top Gun
31. U-571
32. Wag the Dog
33. We Were Soldiers
34. Windtalkers
97. Other [SPECIFY: RECORD RESPONSE]
98. Not Applicable
99. DK/REF

[IF MENTION MORE THAN ONE MOVIE IN IM5 ASK IM5A]
IM5A.   Of the movies you just mentioned [INSERT RESPONSES FROM IM5], which one has had the greatest effect on your impressions of the military? [ACCEPT SINGLE RESPONSE] [1 QP]

1. A Few Good Men
2. Apocalypse Now

3. Band of Brothers
4. Behind Enemy Lines
5. Black Hawk Down
6. Born on the Fourth of July
7. Courage Under Fire
8. Crimson Tide
9. The Deer Hunter
10. Dirty Dozen
11. Forrest Gump
12. Full Metal Jacket
13. G.I. Jane
14. The General's Daughter
15. Hunt for Red October
16. Hart's War
17. Independence Day
18. K-19: The Widowmaker
19. M*A*S*H
20. Men of Honor
21. Pearl Harbor
22. Platoon
23. Rambo Series
24. Rules Of Engagement
25. Saving Private Ryan
26. Sum of All Fears
27. A Thin Red Line
28. Three Kings
29. Tora! Tora! Tora!
30. Top Gun
31. U-571
32. Wag the Dog
33. We Were Soldiers
34. Windtalkers
97. Other [SPECIFY: RECORD RESPONSE]
98. Not Applicable
99. DK/REF

[ASK IF IM5 IS SINGLE MENTION AND ≠DK/REF OR NOT APPLICABLE OR IM5A≠DK/REF OR NOT APPLICABLE]
IM5B.　　In general, did [INSERT RESPONSE FROM IM5 IF ONLY ONE MENTION; IF MULTIPLE MENTION IN IM5 INSERT RESPONSE FROM IM5A] give you a [ROTATE TOP TO BOTTOM, BOTTOM TO TOP AND READ 1-5] impression of the military? [1 QP]

1. Completely Positive
2. Mostly Positive
3. Both Positive and Negative (Neutral)
4. Mostly Negative
5. Completely Negative

98. Not Applicable
99. DK/REF

IM5C.   In general, did [INSERT RESPONSE FROM IM5 IF ONLY ONE MENTION; IF
          MULTIPLE MENTION IN IM5 INSERT RESPONSE FROM IM5A] have a positive
          effect, negative effect, or no effect on your likelihood to join the military? [1 QP]

          1. Positive Effect
          2. No Effect
          3. Negative Effect
          98. Not Applicable
          99. DK/REF

MEDIA SOURCES	12 QUESTION POINTS, 4 MINUTES

**[HALF OF RESPONDENTS RECEIVE MED1 AND MED2. OTHER HALF RECEIVE
MED3 AND MED4]**

MED1.   If you needed to find information about what life is like in the military, how would you
          get that information? [IF RESPONDENT HAVING TROUBLE: WHERE DO YOU
          GO? WHO DO YOU SPEAK WITH?] [PROBE: ANYTHING ELSE?] [RECORD
          ALL RESPONSES AND RECORD ORDER OF MENTION] [3 QP]

          INSERT VERBATIM RESPONSE
          98. Not Applicable/Not Asked
          99. DK/REF

MED2.   If you needed to find information about the benefits that the military offers its
          members, how would you get that information? [IF RESPONDENT HAVING
          TROUBLE: WHERE DO YOU GO? WHO DO YOU SPEAK WITH?] [PROBE:
          ANYTHING ELSE?] [RECORD ALL RESPONSES AND RECORD ORDER OF
          MENTION] [3 QP]

          INSERT VERBATIM RESPONSE
          98. Not Applicable/Not Asked
          99. DK/REF

MED3.   Assume you wanted to get information about what life is like in the military. In your
          opinion, what would be the ideal ways to get this information? [IF RESPONDENT
          HAVING TROUBLE: WHERE DO YOU GO? WHO DO YOU SPEAK WITH?]
          [PROBE: ANYTHING ELSE?] [RECORD ALL RESPONSES AND RECORD
          ORDER OF MENTION] [3 QP]

          INSERT VERBATIM RESPONSE
          98. Not Applicable/Not Asked
          99. DK/REF

MED4.   Assume you wanted to get information about the benefits that the military offers its
          members. In your opinion, what would be the ideal ways to get this information? [IF

RESPONDENT HAVING TROUBLE: WHERE DO YOU GO? WHO DO YOU SPEAK WITH?] [PROBE: ANYTHING ELSE?] [RECORD ALL RESPONSES AND RECORD ORDER OF MENTION] [3 QP]

> INSERT VERBATIM RESPONSE
> 98. Not Applicable/Not Asked
> 99. DK/REF

MED5.   I am going to read you a list of places that you can get information about various post-high school options. Using a scale of 1 to 5 where 1 means DON'T TRUST AT ALL and 5 means TRUST COMPLETELY, I would like you to tell me how much you trust the information you get from each person or place. The [FIRST/NEXT] is [RANDOMIZE AND READ A-R]. [6 QP]

> 1. Don't Trust At All
> 2.
> 3.
> 4.
> 5. Trust Completely
> 99. DK/REF

A. Family members
B. Friends
C. Teachers, guidance counselors or coaches
D. Military Recruiters
E. Advertisements in the newspaper
F. Newspaper Articles
G. Information you receive in the mail
H. TV Commercials
I. TV News
J. TV entertainment programs
K. Radio Commercials
L. Radio Programs
M. Advertisements in magazines
N. Magazine Articles
O. Fiction Books
P. Non-fiction Books
Q. The Internet
R. Movies
S. Military Websites

RECRUITERS	7 QUESTION POINTS, 2.33 MINUTES

REC1.   I now would like to ask you a few questions regarding military recruiters. First, have you ever spoken with a military recruiter? [1 QP]

> 1. Yes
> 2. No

99. DK/REF

[IF REC1 = 1, ASK REC8 AND REC4]
REC8. What Service's recruiter have you ever spoken with? [PROBE: ANY OTHER SERVICE'S RECRUITER?] [ENTER ALL CODES THAT APPLY] [1 QP]

1. Air Force – active duty
2. Air National Guard
3. Air Force Reserve
4. Army– active duty
5. Army National Guard
6. Army Reserve
7. Marine Corps– active duty
8. Marine Corps Reserve
9. Navy– active duty
10. Naval Reserve
11. Coast Guard– active duty
12. Coast Guard Reserve
99. DK/REF

REC4.   Did your conversation with the recruiter increase or decrease your interest in military service? [1 QP]

1. Increase
2. Neither Increase or Decrease
3. Decrease
99. DK/REF

[ASK ALL]
REC2 Now I am going to read you a couple of statements. After each one, please tell me if you agree or disagree with that statement. The [FIRST/NEXT] is [RANDOMIZE AND READ LIST A-E]. Do you [RANDOMIZE BOTTOM TO TOP, TOP TO BOTTOM AND READ RESPONSE OPTIONS]? [3 QP]

1. Strongly agree
2. Agree
3. Neither agree or disagree
4. Disagree
5. Strongly disagree
99. DK/REF

A. Military recruiters usually present a truthful picture of military service
B. The information that military recruiters provide is trustworthy
C. People entering the military often don't get the benefits promised by military recruiters
D. Military recruiters care about the well-being of people interested in military service
E. Military recruiters use "high pressure" sales tactics to get people to join the military

PUBLIC SERVICE   **15 QUESTION POINTS, 5 MINUTES**

PS1.   Now I want to switch gears a little and ask you a few questions about public service. First, what kinds of activities come to mind when I mention public service or civic service? [ASK OPEN-END, PROBE UNTIL EXHAUSTED. RECORD ORDER OF MENTION] [3 QP]

RECORD ANSWER
99. DK/REF

PS2.   In your opinion, what are the best ways that people, such as yourself, can make positive differences in society today? [ASK OPEN-END, PROBE UNTIL EXHAUSTED. RECORD ORDER OF MENTION] [3 QP]

RECORD ANSWER
99. DK/REF

PS3.   Now I want to ask you about some specific public or civic service activities that others we have spoken with have mentioned. The first/next, [RANDOMIZE AND READ A-K]?

1. Yes
2. No
99. DK/Ref

A. Are you currently registered to vote?
B. Did you vote in the last presidential election
C. Have you done volunteer work in the last two years?
D. Have you done something to help care for the hungry or homeless?
E. Have you done something to help people in other countries?
F. Have you done something to help clean up the environment?
G. Have you made a purchase decision based on your political beliefs?
H. Have you contacted an elected official about an issue?
I. Do you expect to spend part of your career in non-profit organizations?
J. Do you expect to spend part of your career in a public service job?
K. Do you expect to spend part of your career in a government job?

PS4.   Now I am going to read you some activities people have suggested for youth. For each suggestion, please tell me if you [ROTATE TOP TO BOTTOM, BOTTOM TO TOP AND READ 1-5] these suggestions [RANDOMIZE AND READ A-F]? [5 QP]

A. Requiring all graduating high school students to complete a certain amount of community service to receive their diploma
B. Making classes on civics and government a requirement for high school graduation
C. Offering every young person a chance to do a full year of national or community service and earn money toward college or advanced training
D. Making classes on civics and government a requirement for middle school
E. Making a year of national or community service a condition for receiving government student loans and grants

1. Strongly favor

C-27

2. Favor
3. Neither favor or oppose
4. Oppose
5. Strongly oppose
99. DK/REF

CURRENT EVENTS	**4 QUESTION POINTS, 1 MINUTE**

CUR3.   Does the current situation related to the "War on Terrorism" make you more likely or does it make you less likely to join the military? [1QP]

1. More likely
2. Doesn't change the likelihood (DO NOT READ)
3. Less likely
99. DK/REF

CUR5.   How likely do you think it is that the U.S. will have the majority of its military troops engaged in battle in the next four years? [ROTATE TOP TO BOTTOM, BOTTOM TO TOP AND READ 1-5] [1 QP]

1. Very Likely
2. Likely
3. Neither Likely nor Unlikely [DO NOT READ]
4. Unlikely
5. Very Unlikely
99. DK/REF

CUR6.   Does this make you more likely or does it make you less likely to join the military? [1QP]

1. More likely
2. Doesn't change the likelihood (DO NOT READ)
3. Less likely
99. DK/REF

ECONOMIC INDICATORS	**2 QUESTION POINTS, .67 MINUTES**

IND2. Are individuals more likely to have a good paying job in the military, in a civilian job or equally in both? [1QP]

1. Military
2. Civilian job
3. Equally in both
99. DK/REF

IND3. Four years from now, do you think the economy will be better than, worse than, or about the same as it is today? [1 QP]

1. Better than
2. Worse than
3. About the same
99. DK/REF

DEMOGRAPHICS	**10 QUESTION POINTS, 3.33 MINUTES**

DEM2D. Is anyone in your immediate family - parents, children, siblings, grandparents, in-laws – currently a member of or have served in the US military? [1QP]

    1. Yes
    2. No
    99. DK/REF

[IF DEM2D=1 ASK DEM2DA]
DEM2DA. Thinking of these people, how many are…[ROTATE TOP TO BOTTOM, BOTTOM TO TOP AND READ A-D]? [1QP]

    RECORD ANSWER
    98. DECEASED [DO NOT READ]
    99. DK/REF

    A. between the ages of 18 to 25 years old
    B. between the ages of 26 to 40 years old
    C. between the ages of 41 to 60 years old
    D. 61 years old and over

DEM2E. Is anyone in your extended family - cousins, aunts, uncles, nieces, nephews - currently a member of or have served in the US military? [1QP]

    1. Yes
    2. No
    99. DK/REF

[IF DEM2E=1 ASK DEM2EA]
DEM2EA. Thinking of these people, how many are…[ROTATE TOP TO BOTTOM, BOTTOM TO TOP AND READ A-D]? [2QP]

    RECORD ANSWER
    98. DECEASED [DO NOT READ]
    99. DK/REF

    A. between the ages of 18 to 25 years old
    B. between the ages of 26 to 40 years old
    C. between the ages of 41 to 60 years old
    D. 61 years old and over

DEM2F.   Do you personally know of anyone else, other than a family member that is currently a member of or have served in the US military? [1 QP]

>   1. Yes
>   2. No
>   99. DK/REF

[IF DEM2F=1 ASK DEM2FA]
DEM2FA. Thinking of these people, how many are…[ROTATE TOP TO BOTTOM, BOTTOM TO TOP AND READ A-D]? [2 QP]

>   RECORD ANSWER
>   98. DECEASED [DO NOT READ]
>   99. DK/REF

>   A. between the ages of 18 to 25 years old
>   B. between the ages of 26 to 40 years old
>   C. between the ages of 41 to 60 years old
>   D. 61 years old and over

DEM3.   Please tell me whether you are currently…[READ LIST] [NOTE TO INTERVIEWER: IF RESPONDENT SAYS THEY ARE DATING, IN A RELATIONSHIP WITH A SIGNIFICANT OTHER, HAVE A BOY/GIRLFRIEND – YOU MUST CODE THEM AS SINGLE] [1 QP]

>   1. Single and have never been married
>   2. Widowed
>   3. Separated
>   4. Divorced
>   5. Married
>   6. Something else, specify _____
>   99. DK/Ref

[ASK DEM4 IF QINTRO2=2 or 99]
DEM4.   For research purposes only, please tell me your street address and zip code? Do you know your ZIP plus four? [9-digit ZIP code is preferred] [1QP]

>   [RECORD STREET ADDRESS]
>   [RECORD ZIP CODE]

[ASK DEM4A IF QINTRO2=1]
DEM4A.   So that we may send you the copy of the Privacy Act of 1974 and for research purposes please tell me your address.

>   [RECORD STREET ADDRESS]
>   [RECORD CITY]
>   [RECORD STATE]
>   [RECORD ZIP CODE]
>   99. DK/REF

DEM17. Finally, I would like to ask for your social security number. Recording your social security number is authorized by the President in Executive Order Number 9397. Defense Department social scientists match social security numbers to enlistment data to find out how the plans and opinions of American youth relate to enlistment rates. Your social security number, along with other information you have provided, is protected under the Privacy Act of 1974. Giving your social security number is voluntary, and you will not suffer any consequences if you prefer not to release it. [PROBE: Could you please look it up? I'll wait.]

[RECORD AND CONFIRM SOCIAL SECURITY NUMBER.]
99. DK/REF

DEM14. FIPS CODE ____ ____ ____ ____ ____

DEM15. ZIP CODE [FROM SAMPLE] ____ ____ ____ ____ ____

DEM16. May I please have your name in case my supervisor needs to verify that this interview actually took place?

Thank you very much for your time.